

The logo for MAD SCREENS TV. The word "MAD" is in large, stylized, jagged letters with a blue and white digital/pixelated texture and a white outline. Below it, the words "SCREENS TV" are in a bold, white, sans-serif font. The entire logo is set against a dark background.

SCREENS TV





MAD

NO. 12

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INSIDE BACK COVER A Classic Fold-In by Al Jaffee

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Mark Fredrickson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented here unaltered (and with crossed fingers) for historical reference.

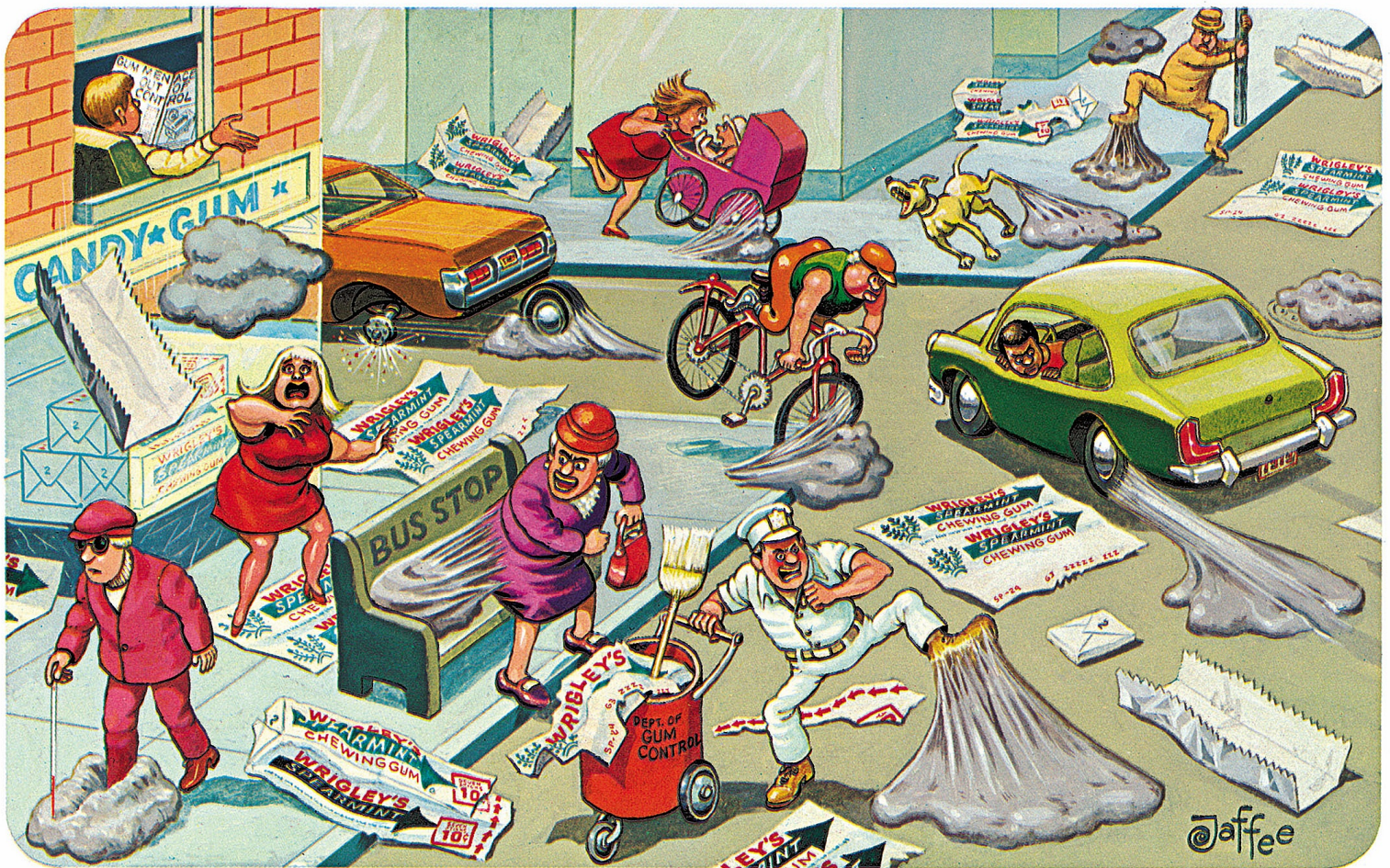
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A MAD LOOK AT A TV COMMERCIAL



WRITER & ARTIST AL JAFFEE



Jaffee



SPAWN-CON DEPT.

Already burnt out on the 200-plus streaming services that exist? You're in luck—now even non-entertainment companies are launching channels! Why watch *The Office* for a 53rd time when you could watch something on OfficeMax, a new VoD platform from the store where you buy markers to huff? And that's just the beginning of the end of quality programming—here are five more apps to make you regret pressing play.

THAT'S ADVERTAINMENT!

WRITER **SHERYL ZOHN**

ARTIST **JOHNNY SAMPSON**

Rides of Our Lives

WE MISSED SAMI'S WEDDING, AND HER FUNERAL, AND HER REVEAL THAT SHE NEVER REALLY DIED, BUT WE SAVED \$20 USING POOL!



Postmates+

For reality entertainment at its finest, watch people at their lowest: ordering greasy pork fried rice during a showerless stint of depression.

Gimme SUM Lovin'

HIT ENTER!
HIT ENTER!



ExxonMobil NOW

No one likes to overpay for gas, but for some people (your elderly relatives), discovering the cheapest price at the pump is a 24-hour obsession.

UberTV

See the triumphs and tragedies of ridesharing unfold in a drawn-out episodic fashion—just like the poor drivers who open their cars to strangers have to do.

Sad Sacks

I FORGOT YOUR PORK BUNS.

SUSAN ALWAYS HATED MY PORK BUNS. MAYBE THAT'S WHY SHE LEFT.



PRICEWATERHOUSECOOPERSFLIX

For those who think the only thing more exciting than filling in spreadsheets is watching others fill in spreadsheets, this channel will provide total titillation.

Mad Methane

PREMIUM UNLEADED HASN'T BEEN THIS CHEAP IN TWO DAYS! I SAY BUY, BUY, BUY!!!



5/GAL ▽ CITGO AT MAIN & ELM \$2.25/GAL ▲ MOBIL AT WESTERN & ▲ BUCKY'S AT NORTH & RTE 45 \$2.23/GAL ▽ EXXON AT HIGHLAND



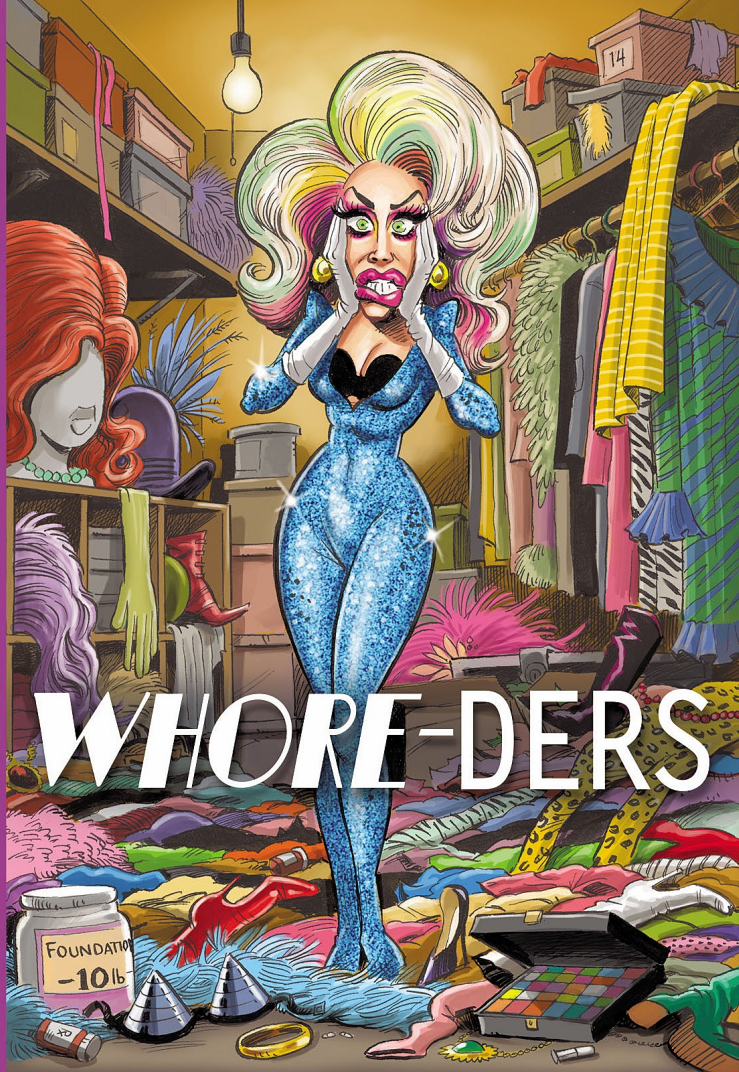
VIVA LAS DIVAS DEPT.

Honey, when it comes to *Drag Race*, VH1 is here to SERVE! Oh, you're full? Too bad, queen! Cuz the producers behind *RuPaul's Drag Race*, *RuPaul's Drag Race: Untucked!*, *RuPaul's Drag Race: All Stars*, *RuPaul's Drag Race UK*, and *Celebrity Drag Race* aren't sashaying away anytime soon. You think they'd listen to fans who need a break? In the words of fan-favorite contestant Alyssa Edwards: "Oh baby, not my gay ass." They've got even more shows coming down the runway. Yaaas, mama-the-house-down-boots-slay-wig!

VH1 DRAGS OUT... EVEN MORE *RuPaul* SHOWS!



YOU'LL WIG OUT WHEN YOU SEE THEIR CLOSETS.



Cuz these girls are what? **SICK**.
(No, really. Hoarding is a disorder.)

RuPaul's DRAG RACE: CHERNOBYL



THE MOST EXPLOSIVE SEASON YET!

Listen, we're just trying to stay relevant.
You guys liked this scary show, right? **Right?**

WRITER
GRANT REED
ARTIST
TOM RICHMOND

A GLAMAZON ORIGINAL SERIES

Alaska is...

FLEADRAG

SHE'S LOOKING FOR SOMEONE
TO BREAK HER FOURTH WALL.

An all-star *Drag Race* winner in an iconic
Emmy-winning role? Anus-thing is possible!

DRAG MOMS



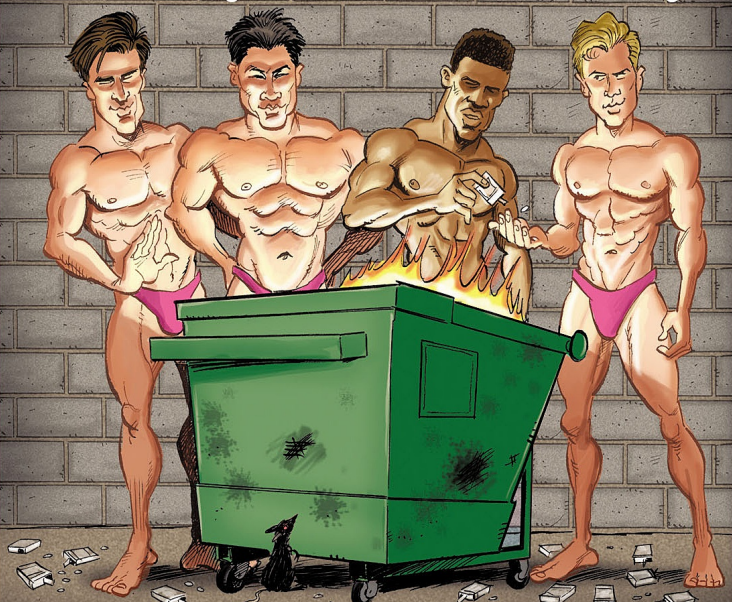
THEIR SONS ARE GONNA LIP SYNC
FOR THEIR LUNCHABLES.
OR ELSE.

They were gonna exploit their kids anyway,
so might as well make it empowering!

RuPaul's PIT CREW

NO SHIRT, NO SHOES, AT YOUR SERVICE!

You THOT you knew the whole story.



They have no choice but to STAND barefoot.

Where do these hunks go when they're not silently
carrying out fabric for a few seconds each episode?
The answer isn't pretty...but at least **they** are.

Hi, there! I'm Father Nokaypee, Chaplain of the 4077th M.A.S.H. unit in Korea! Let me refresh your memory of "The Creation"!

In the Beginning, the Producers created a TV Series... based on the Good Book and the Hit Movie! On the First Day, They created the Premise! On the Second Day, They created the Structure! And on the Third Day, They created the Pilot Episode! And They saw that it was Good!

On the Fourth Day, They went up into the Hills of Malibu, and They gazed upon the Land and said, "Let this be Korea!" And it was! And They saw that it was Right!



And on the Fifth Day, They said, "Let there be a Cast of Characters played by Talented Actors who will be Funny and Facile and not Committed to any other Sit-Com! And thus, They created the Men of the Series!

And on the Sixth Day, They created the Women of the Series! And they saw that it was Good... and Funny!



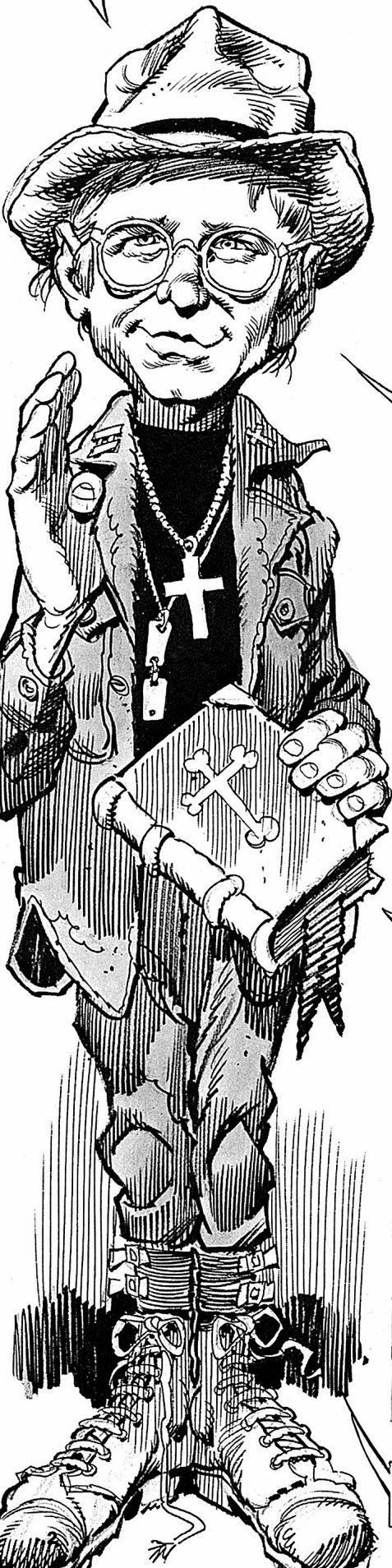
And They said, "Let this Show be Different from other Wartime SitComs! Let there be Brisk, Witty Dialogue! But, along with the Comedy, let us show the Stark Reality of War! Let our Show have Integrity! And it did! And the Public saw that it was Good! And on the Seventh Day, the Creators rested ... in the Polo Lounge of the Beverly Hills Hotel!

And over the Years, the Show prospered, and became the most Popular Show in the Land! And They were well-rewarded with many Statues called "Emmys"!



And They said, "Be Fruitful and Multiply into T.V. Syndication!" And it did! And They said, "Let there be Re-runs!" And there were Plenty!

But lately, Things have Changed in this Series that was "Paradise"! You will see what we mean in this MAD Version that examines the Sins of—





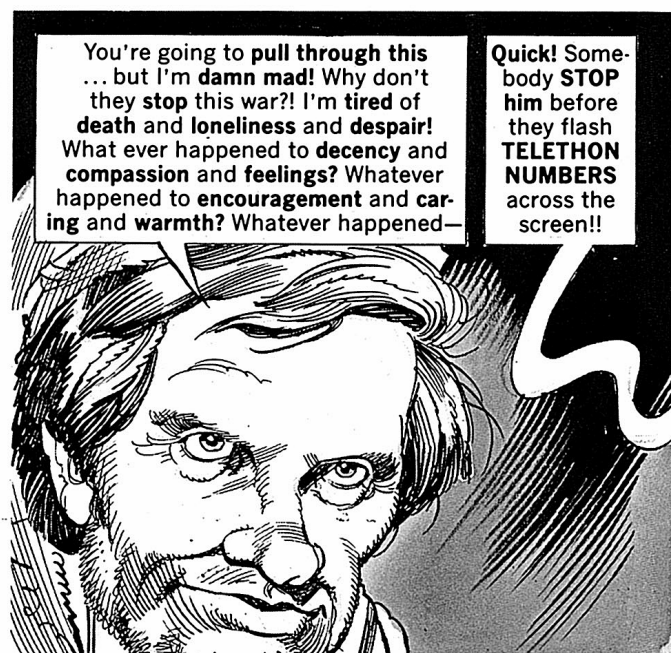
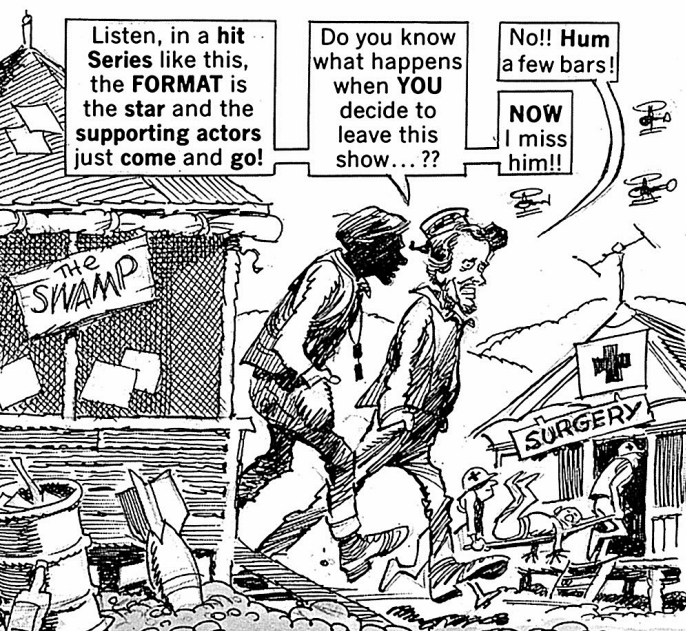
TH-THA-THAT'S ALDA, FOLKS DEPT.

M*U*S*H

<p>Okay, guys! Here's what you've been waiting for!</p> <p>MAIL CALL!!</p>	<p>Radio O'Reilly!</p> <p>No longer here! Radio retired right after the seventh season!</p>	<p>Crapper John!</p> <p>He's not here either! Left us after the third season!</p>	<p>Major Frank Buns!</p> <p>Gone! Quit after the fifth season!</p>	<p>Lt. Colonel Blech!</p> <p>Missing! Flew out after the third year, and was destroyed by a bomb!</p>	<p>Blech was KILLED?!</p> <p>Not exactly! He left this Series to do "Hello Larry"!</p>
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WRITER ARNIE KOGEN
ARTIST JACK DAVIS





Hey, Squawkeye! Knock it off—and lighten up! You're becoming much too self-righteous and serious again!!

War isn't ALL CHUCKLES, you know!! I'm trying to make people feel deeply!

And what gives you the right to impose YOUR views on M*U*S*H fans?!

My contract! Big deal!! Just because you're the "STAR" of this Series?!

I'm also the WRITER, the DIRECTOR and the CREATIVE CONSULTANT of this week's episode!!

We've got a moral dilemma here! TWO EMERGENCIES: A North Korean prostitute... and an American 3-Star General!

You know where my sympathies lie in a case like this!

I know! But you'd better operate on the General anyway! He's hemorrhaging!!

Hold it! Before we start cutting up, I'd better check the CHARTS!

Oh-oh! We already DID "Trauma" jokes during the sixth season!

And we can't do any "Massive Concussion" gags! We covered that in the seventh season with the "Klinger's Chicken Gets Frostbite" episode! What'll we do?

So let's repeat! Who'll know??!

THEY'LL know!! Those M*U*S*H fans watch every re-run! They know every word... every line! Let's face it, P.J.! After ten years of this, all of the best disease jokes have been USED!

Have you noticed how "perfect" Luke-warm Lips is looking these days?

It's amazing! After two exhausting days in Surgery, WE all look like DEATH WARMED OVER... and SHE looks like the cover of "Vogue"!!

What's even MORE amazing is... this is 1950 and she's wearing a hair-do that won't be INVENTED until 1981!!

Hey, Luke-warm Lips! How about you and me... YOU know...!?

You DID that sort of thing! When?!

I don't do that sort of thing!

For the first six or seven seasons!! You kept our spirits high and our faces clear!

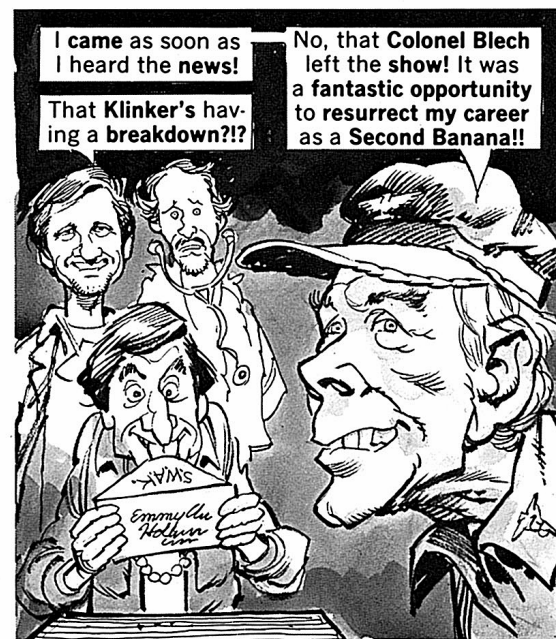
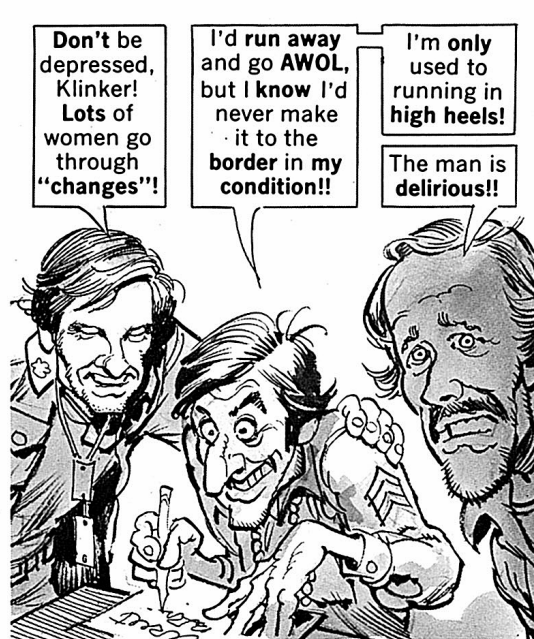
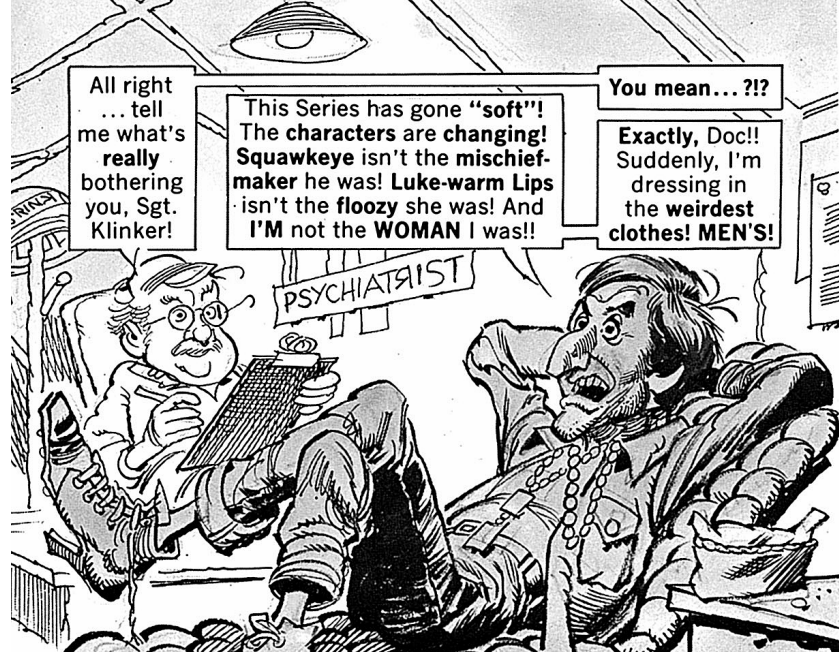
Well, forget it! This year, I've found religion!

Just our luck! We have the only TV Series with a Born-Again Virgin!

Okay, what's up, Klinger?

I'm donating all my dresses to the needy!

No... to the needy SITCOM! Send these to "BUSOM BUDDIES"! THEY can use them!





Klinker, Col. Potcheese is the new "Father Figure" on the show! He's a Cavalry veteran from the Great War! Now, you're under a strain, so listen carefully while he talks some sense to you, okay?

Son... I'm gonna set here while you get some shut-eye! B'fore you know it, you'll be up an' around at the first cock-a-doodle-doo, an' then you an' me, we'll mosey over t' the chow line an' watch 'em womp up a mess o' vittles!

We wanted Sigmund Freud, and we got Walter Brennan!

You sure are getting some nice mileage out of that corn-ball "down home country" stuff, Col.!

Get used to it! After your stint in the Army, you critters will be prime candidates for the "4-H Club"!

I'm talkin' 'bout "Herpes, Hemorrhoids, Hernias an' Hashish"!!!!

Not US!!

We're READY! We're READY!

If it isn't Major Charles Cumbersome Worcestershire...

The Officer who replaced Major Frank Buns as our personal doorman!

Gentlemen... why am I continually the butt of your humor? Is it because I went to Harvard? Is it because I'm pompous? Is it because I represent the authority that you hate so much?

No, Charles... it's because we can't have much respect for a guy who TALKS like William F. Buckley ... but LOOKS like Ed Asner!!

Just keep ridiculing me like this, Capt. Piercing, and I can make things very rough for you!

Not as rough as I can make things for you!

Oh? As Director of this M*U*S*H episode, I'll see to it you never get a CLOSE-UP!!

Really? As Major of this M*U*S*H unit, I'll see to it you never get a furlough!

You win AGAIN!!

I called this meeting because I've got some BAD NEWS! Our show is in the crapper! Looks like it's our FINAL SEASON in Korea! And just in time, too!! We've been on so LONG, we're running into the VIETNAM WAR!

I KNEW it! We were our own WORST ENEMY! How's that?

Our RE-RUNS were more popular than our current shows!

I'm not going to take this lying down!!

If you DID, it might not be our last season!

Luke-Warm Lips! I hear there's a part in the new "Woman's Army" SitCom, "Private Benjamin"!

Great! I'll audition for that! Right after I audition for that!!

The Lord GIVETH a Series ... and the Lord Taketh Away!!



HAMMERED FROM BINGEING?

RICHARD
WILLIAMS

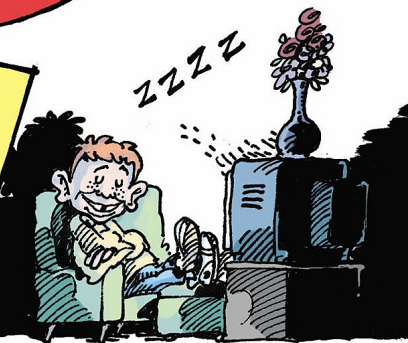
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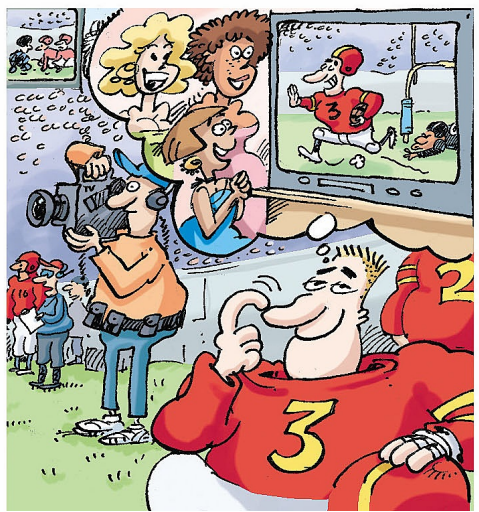
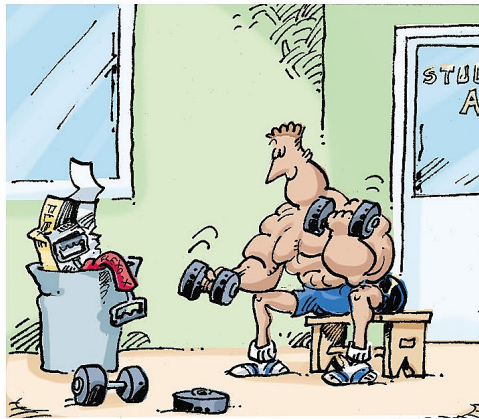
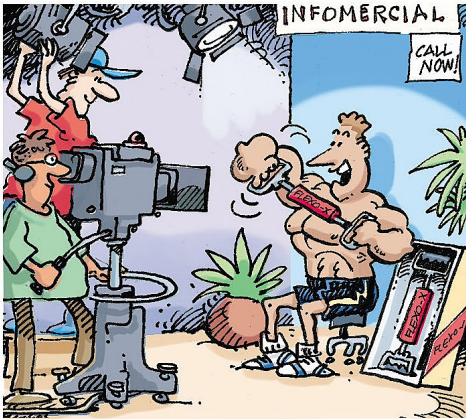
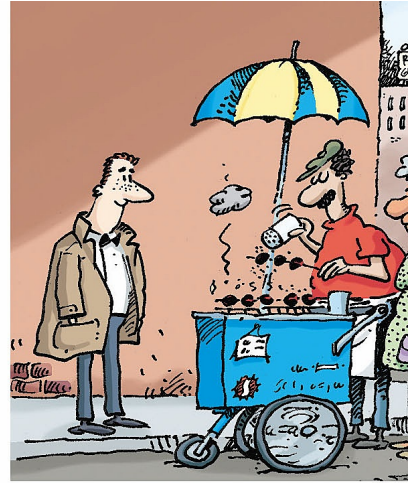
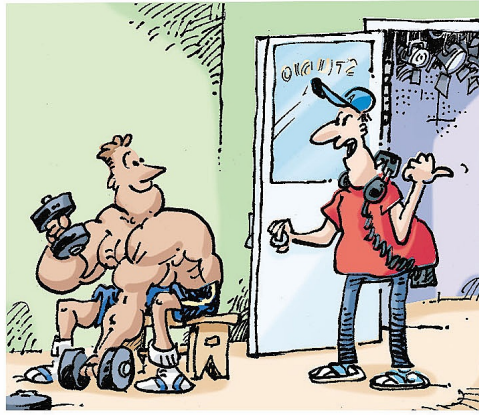
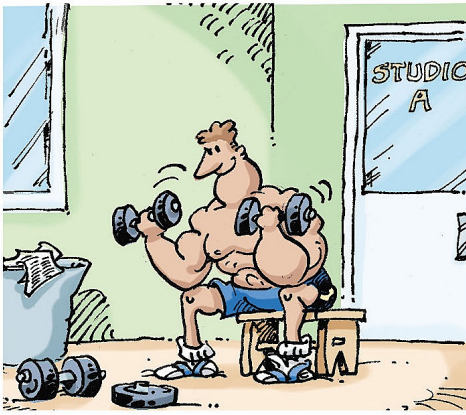


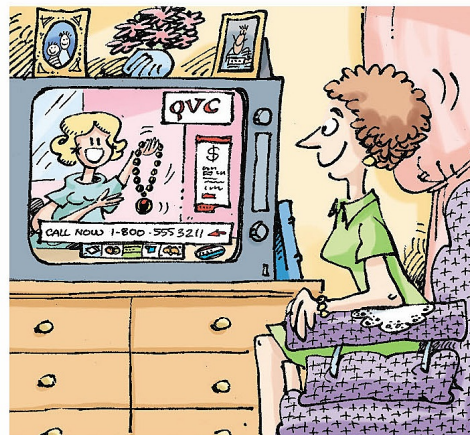
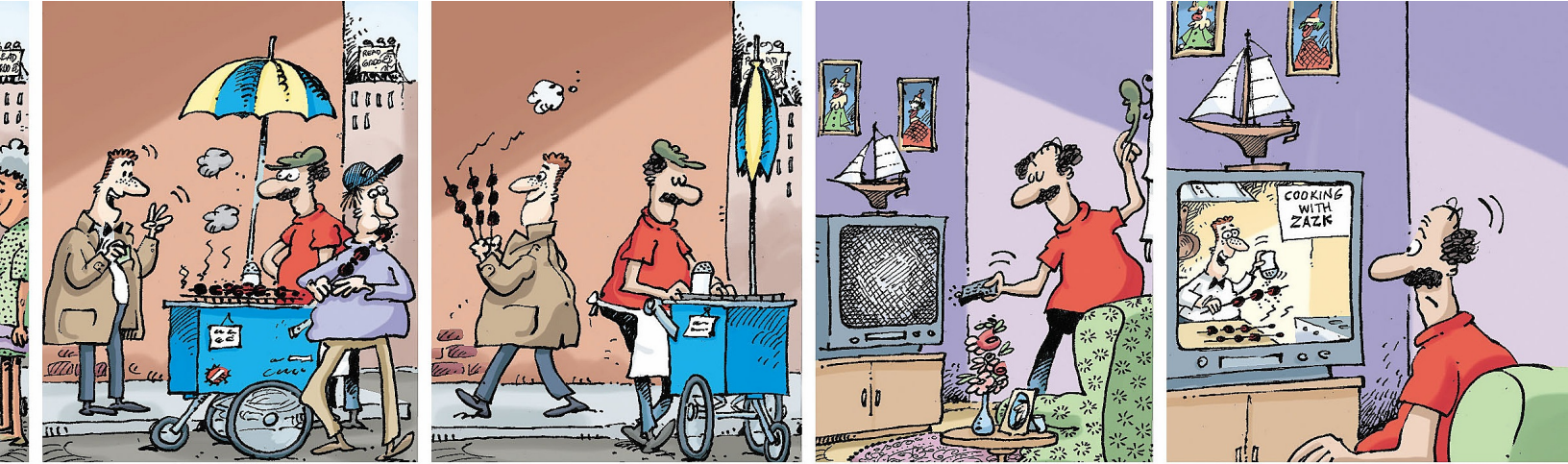
A MAD LOOK AT TV



WRITER & ARTIST **SERGIO ARAGONÉS** COLORIST **CARRIE STRACHAN**







50 YARDS FROM THE PARKING LOT...

I GOT INTO
CART WRANGLING BECAUSE
I WANTED A JOB I COULD TAKE
PRIDE IN. PHYSICAL, CHARACTER-BUILDING
WORK. THESE DAYS, EVERYTHING'S THREATENED
BY MACHINE TAKEOVER. I USE EXPERIENCE
AND MUSCLE FORTIFIED BY GUMMY
VITAMINS TO GET CARTS BACK
INTO CUSTOMERS' HANDS.

SQUISH!



WHOO!
THAT'S THE
JACKPOT,
MAN!

KRAKKOW!



FINDING
THE CARTS IS ONLY
HALF THE BATTLE. I'VE
STILL GOT A LONG WAY
TO GO TO RETURN
MY BOUNTY AND GET
MY PAYCHECK.



POOREST CRACK

Management has repeatedly
explained to Mark that he is paid at an
hourly rate, not per cart he returns.

YYYEEEEAAAAA! AAAHHH!



Management says Mark has repeatedly "forgotten"
to turn off the cart mules, causing them to collide
with street traffic. He's on his second strike.

HEY, SKYLER!
REMEMBER TO LIFT
THAT ON/OFF SWITCH
WITH YOUR THUMBS,
NOT YOUR BACK!



HELL ON WHEELS DEPT.

DREADL CAR

DISCLAIMER: The following program depicts very
simple tasks executed in an extremely poor fashion.
Viewer discretion is unwise.

I'M A DYING
BREED. PASSION FOR
THIS JOB CAN'T BE WRITTEN
INTO COMPUTER CODE
AND UPLOADED INTO
SOME BOT.

AND SO...



ANOTHER
SLICE OF THE
AMERICAN DREAM
LOST TO THE
DIGITAL ERA.



CUSTOMERS HATE THE ELECTRIC CART MULES, TOO. THERE'S A PERSONAL TOUCH TO HAVING CARTS COLLECTED BY A HARDWORKING AMERICAN. CORPORATE DOESN'T GET THAT!



CART COUNT (TODAY'S SHIFT)

CART MULE 240

MARK 36

MARK,
WE COULD USE
MORE CARTS
INSIDE. NEED
THE MULE?

NO WAY!
I WRANGLE WITH
THE BEST MACHINE ON
THE MARKET-MY
BODY, BABY!



I KNOW WHERE CARTS HIDE. OUR LOT IS ON A HILL, SO THEY PILE UP AT THE BOTTOM. NEWBIES ONLY COLLECT FROM THE CART-RETURN AREAS WITH THEIR PRECIOUS DOLLIES AND CALL IT A DAY.



HEY, MAN.
I CAN JUST HOOK THOSE UP
IF YOU WANT? IT'LL ONLY TAKE
A SECOND.



I'M DOING ACTUAL
WORK! SOMETHING YOU
AND YOUR ROIDED-OUT
ROOMBA KNOW NOTHING
ABOUT! BACK OFF!

TEST T'S

WRITER AMANDA STELLBERG
ARTIST GIDEON KENDALL

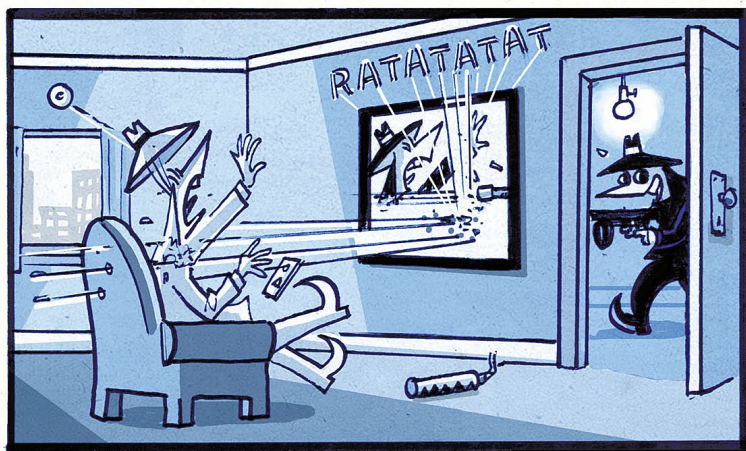
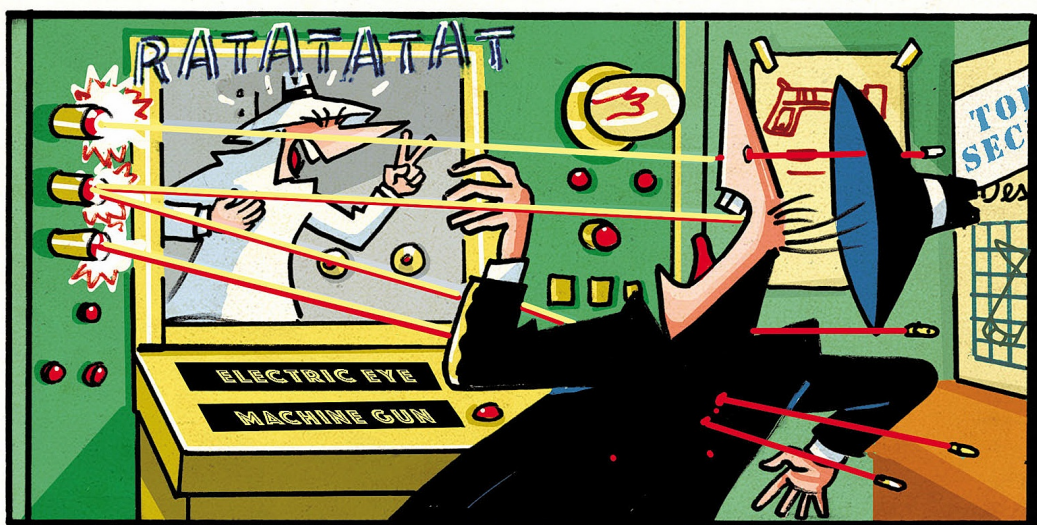
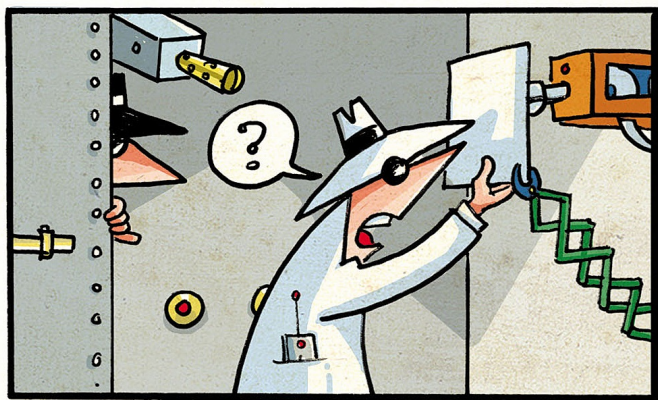
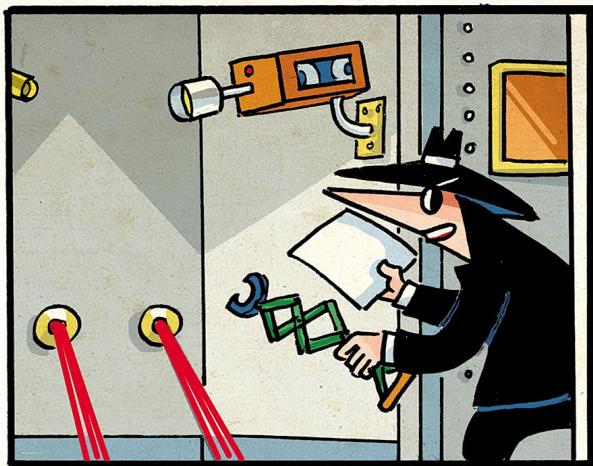
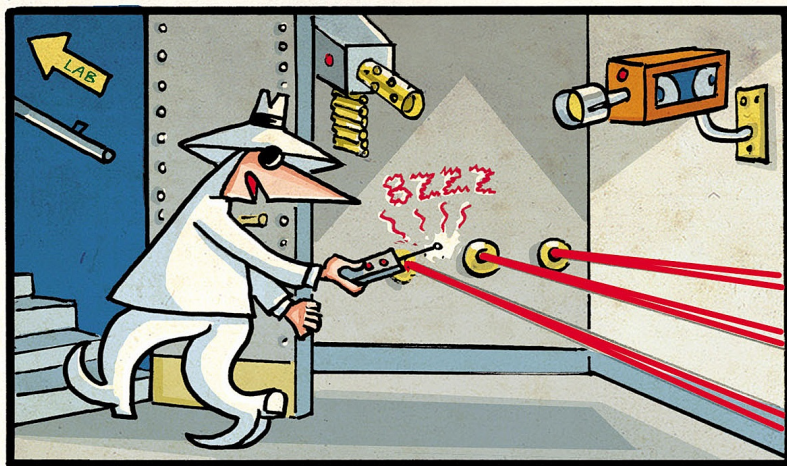
AT LEAST
ROBOTS DON'T
SHATTER THEIR ULNA
AND SUE THEIR
WORKPLACE.



Mark received a six-figure workers' comp settlement for his injuries on SprawlMart property.

He went on to write a bestselling self-help book,
***The Cart of The Deal:
Pushing Carts...
And Limits.***







In the old days of television, people only had a few measly channels of boring programs to choose from. As a result, they usually spent all their time turning the selector knob to switch from station to station, vainly searching for something to watch. Now, with

MAD's CABLE



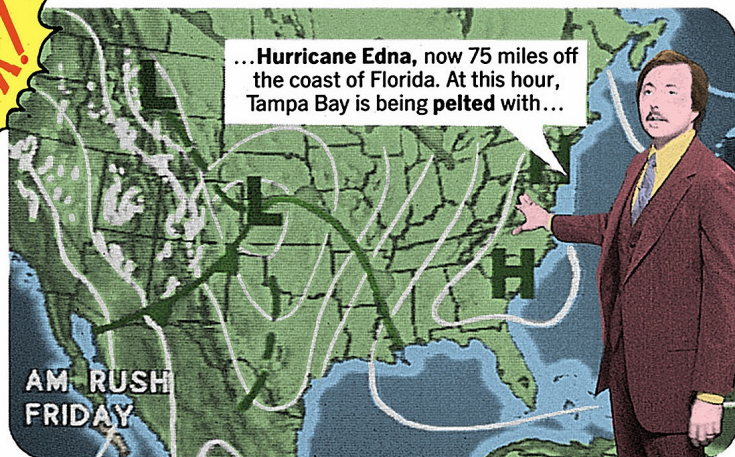
I thank the Representative from Ohio, and I would urge the House to pass this bill, which has the support of the President, the Speaker and...



... "Weird Al" Yankovic. What a nutty guy! Up next, an MTV World Premiere Video from...



...call 1-800-555-1212. Operators are standing by! AND, if you act NOW, we'll send you the amazing...



...Hurricane Edna, now 75 miles off the coast of Florida. At this hour, Tampa Bay is being pelted with...



...two tablespoons of vanilla extract. Now, pour the whole mixture into a well-greased...



...bedroom. Others may find it more arousing to make love in the back seat of a car or in the serene splendor of a...

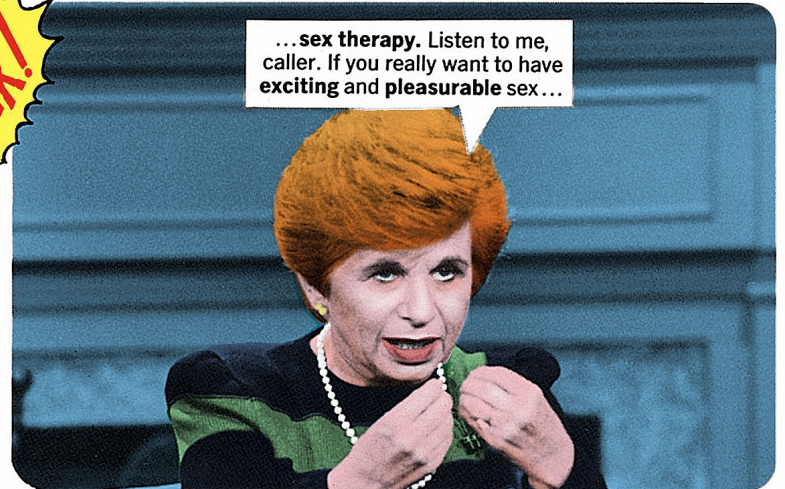




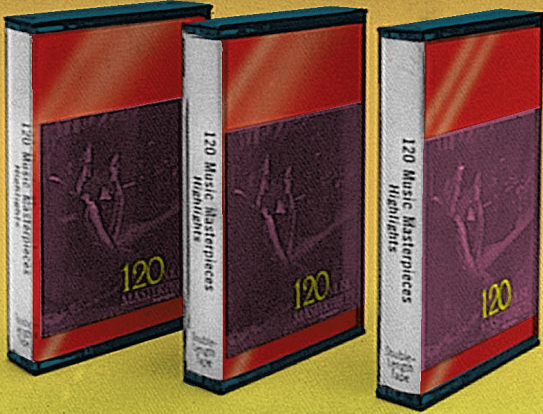
cable TV, people have *dozens* of channels to choose from. Of course, the programs are as boring as ever, so now they spend all their time pushing the buttons on the cable box to switch from station to station, which creates a strange kind of craziness that we call...

TV ROULETTE

WRITER MIKE SNYDER COLORIST NATHAN KANE



...many of today's best-loved popular songs were actually written by...



...computers at the National Weather Service in Washington, D.C. They tell us that...



...nothing is "kinky" or "perverted." Whatever two people enjoy doing in the privacy of their own home is completely...



...tax deductible. So call with your gift of faith. I'm waiting for you to call! I'm praying for you to call! I'm...



...just a gigolo... Life goes on without me! Cause, I... ain't... got... no...



...coherent economic policy.

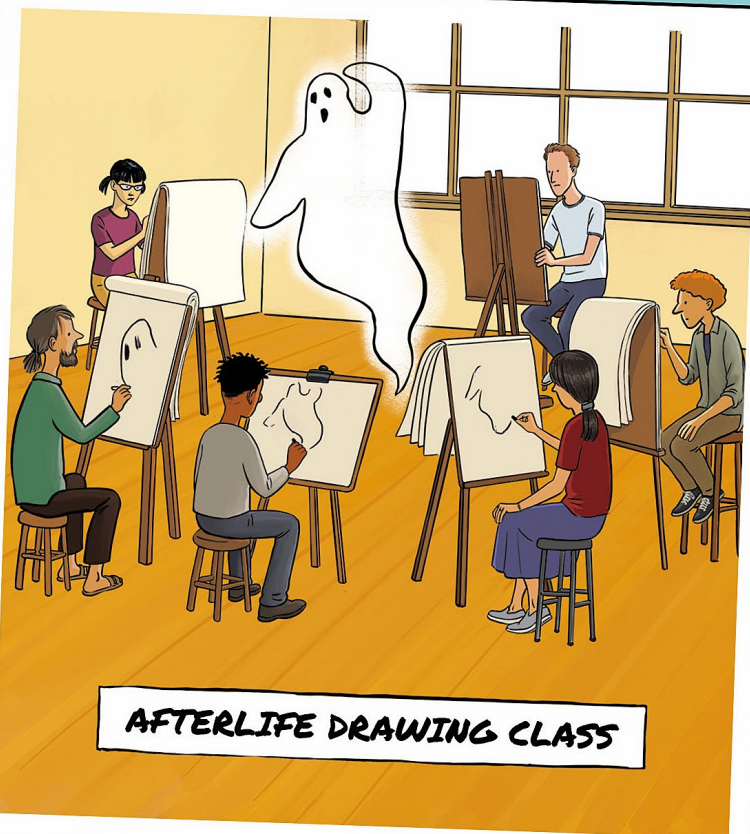




MeaNwHile...

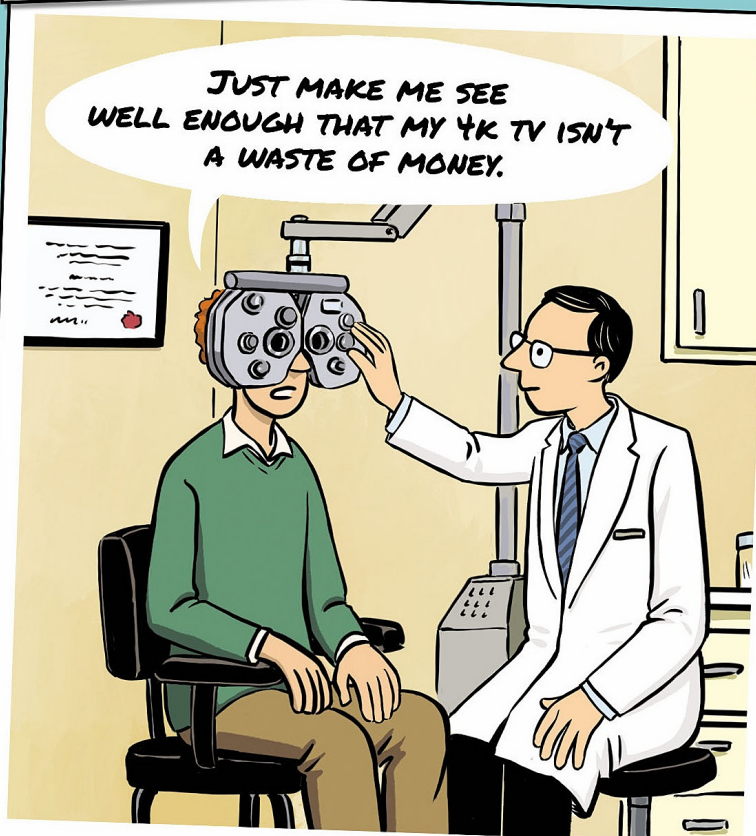
WRITER IAN BOOTHBY
ARTIST PIA GUERRA

IF WE CAN
PULL THIS ONE OFF, WE'LL
EAT FOR WEEKS!

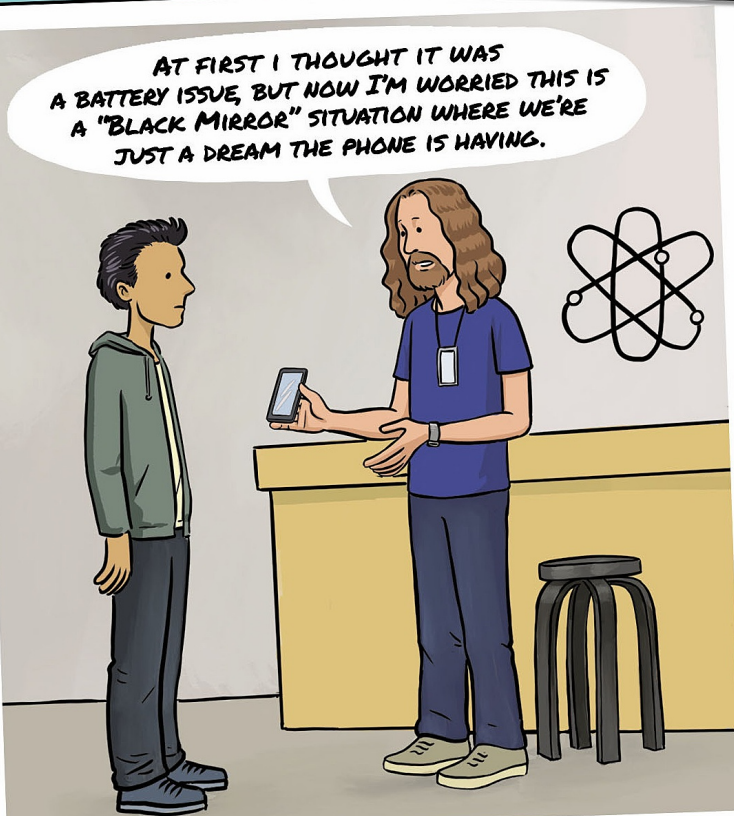


AFTERLIFE DRAWING CLASS

JUST MAKE ME SEE
WELL ENOUGH THAT MY 4K TV ISN'T
A WASTE OF MONEY.



AT FIRST I THOUGHT IT WAS
A BATTERY ISSUE, BUT NOW I'M WORRIED THIS IS
A "BLACK MIRROR" SITUATION WHERE WE'RE
JUST A DREAM THE PHONE IS HAVING.





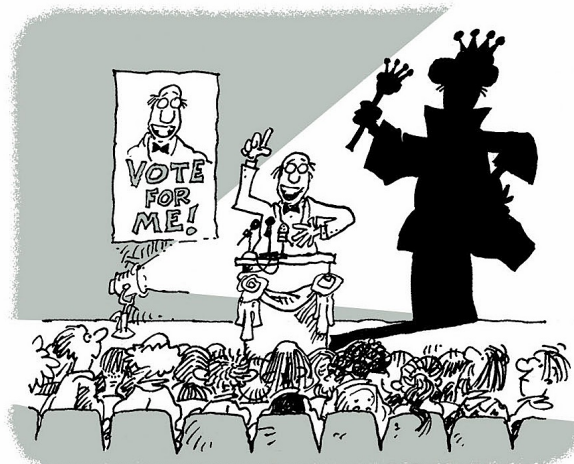
WE GOT YOUR PENUMBRA DEPT.

Who knows what evil lurks
in the hearts of humanity?

THE SHADOW KNOWS



WRITER & ARTIST **SERGIO ARAGONÉS**





No one can fault the success of teaching children basic things in entertaining ways, and the television series "Sesame Street" does it better than most. Unfortunately, it helps little Johnny to read—but not between the lines! What we need is a television show that will prepare our youth for what really lies ahead, a program like...

WRITER DICK DEBARTOLO

MAD's

ARTIST JACK DAVIS

REALITY STREET

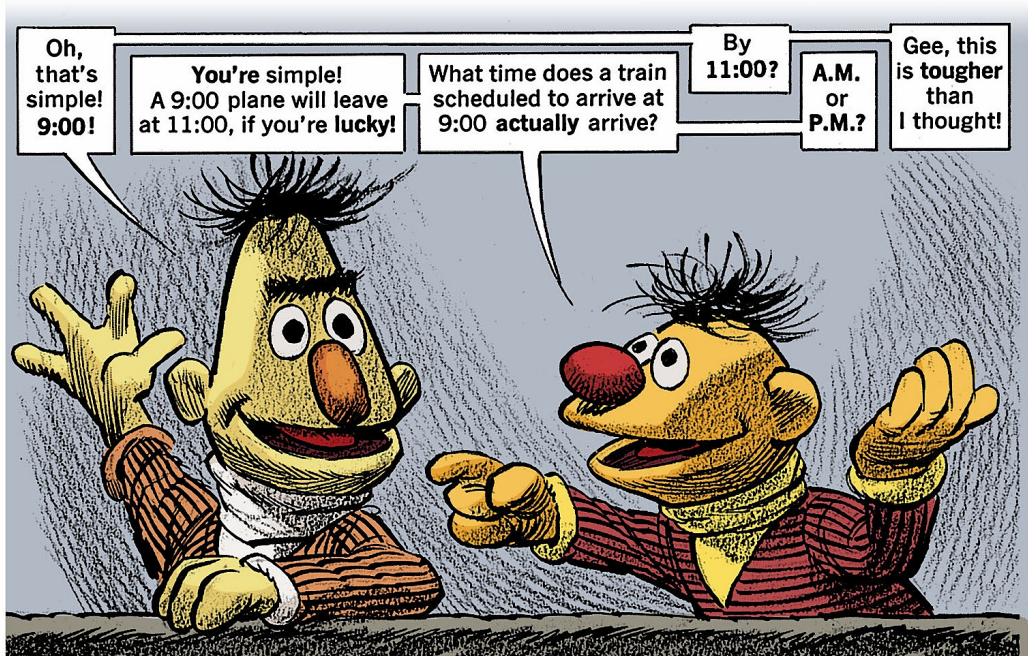
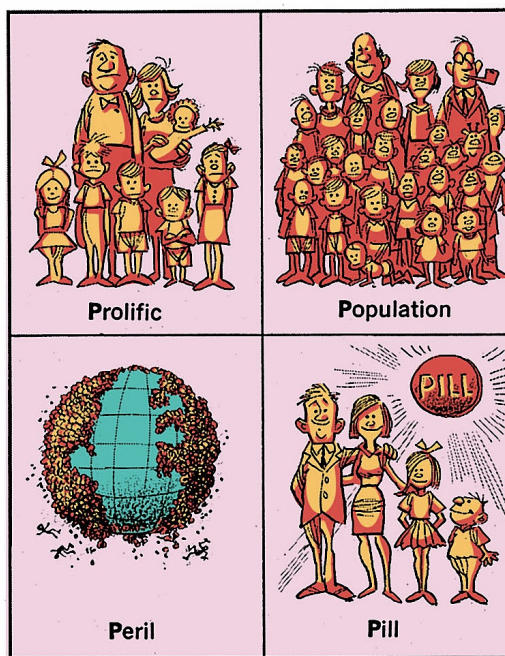
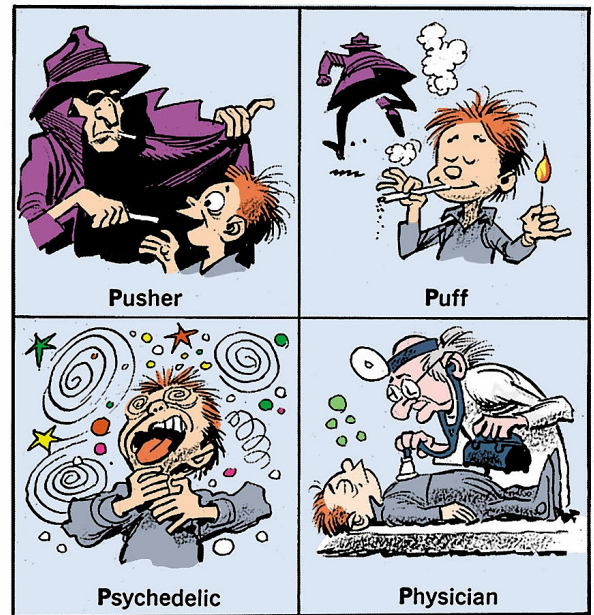
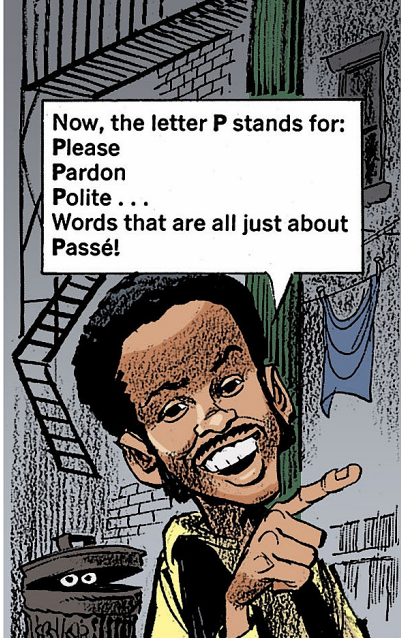
Crummy day...
Smoggy sky's charcoal gray!
On my way past where
the bullies meet...
Is there a way to avoid,
To avoid Reality Street?

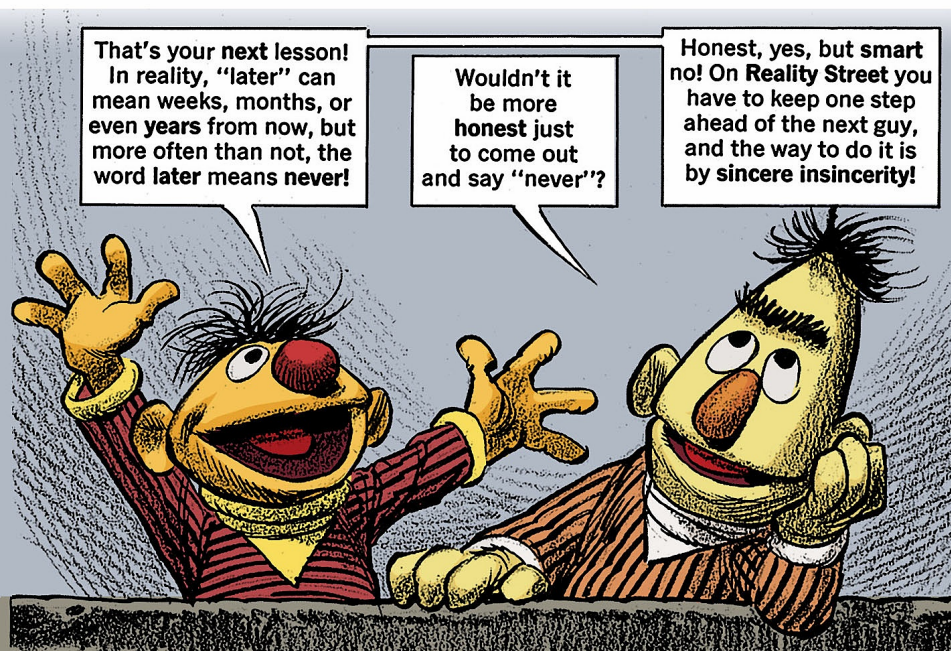
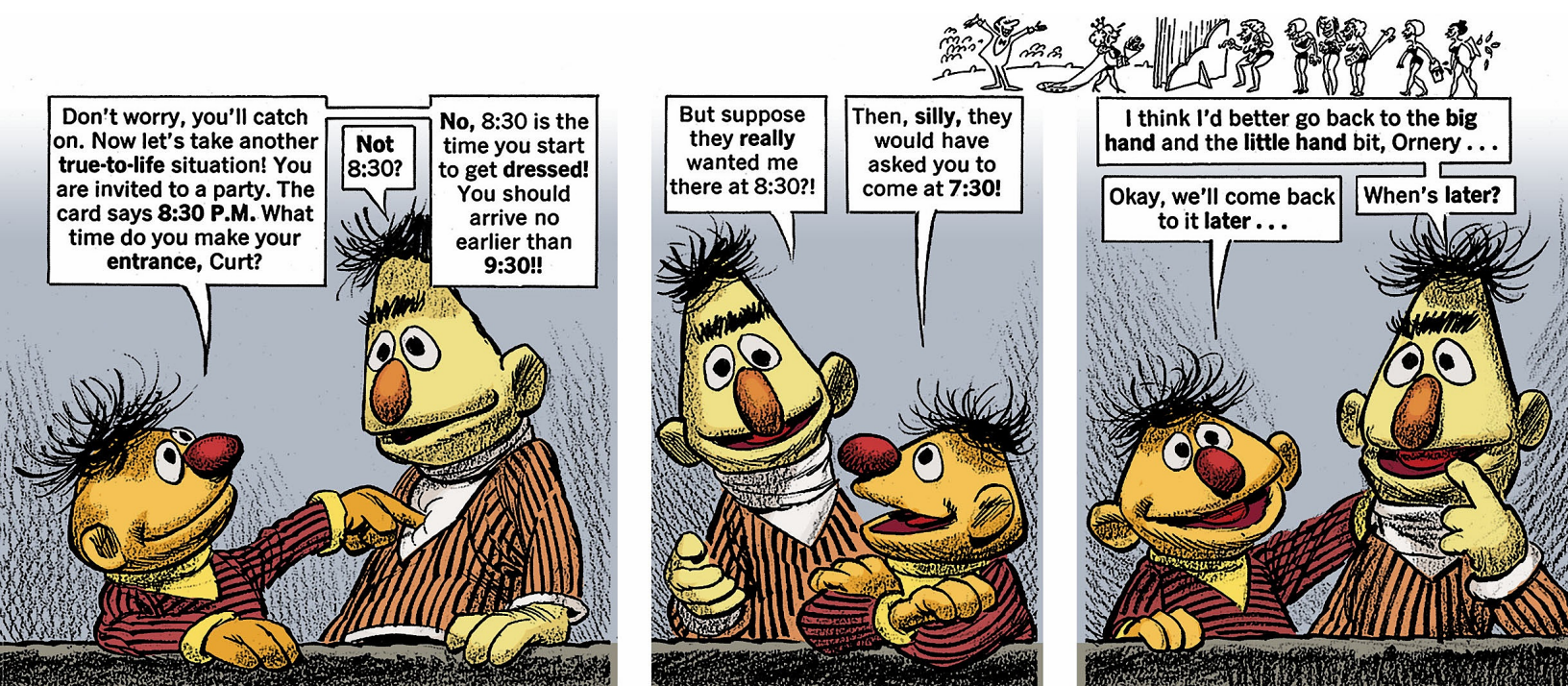
What a life...
Everywhere's doom and strife!
Hostile neighbors shout,
They're down and out!
Is there a way to escape,
To escape Reality Street?

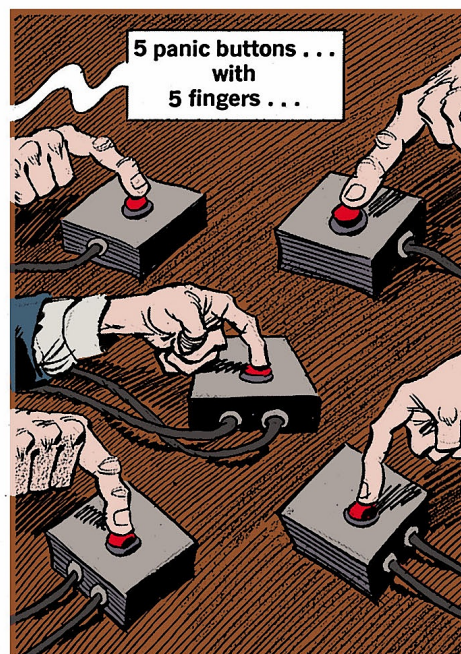
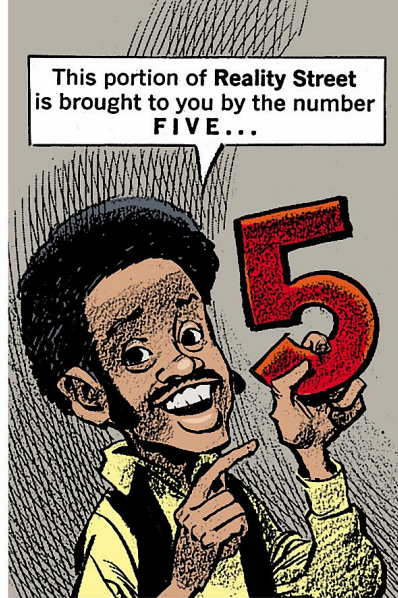
It's a street of depression,
Corruption, oppression!
It's a sadist's dream
come true!
And masochists too!
People who like a...

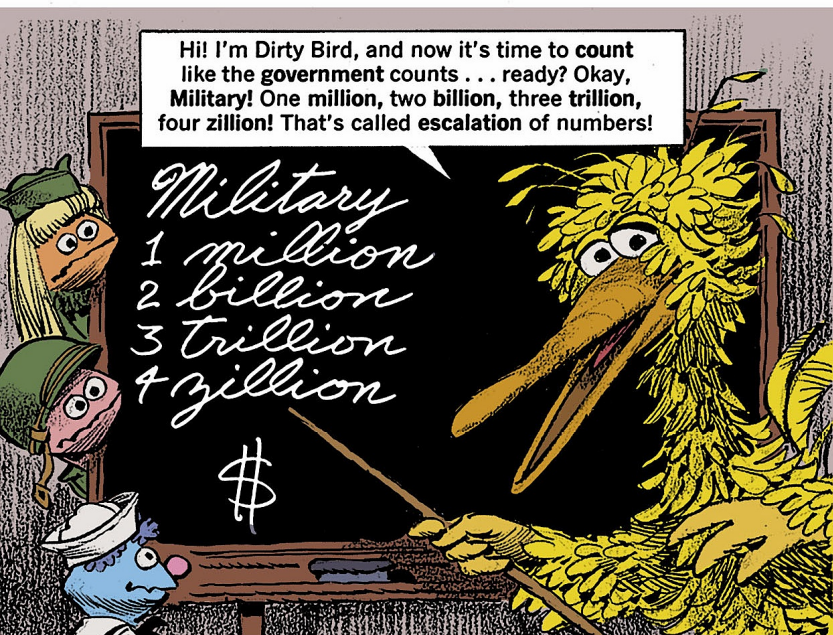
Crummy day!
Smoggy sky's charcoal gray!
We're on the avenue
of defeat...
Is there a way to evade,
To evade Reality Street?

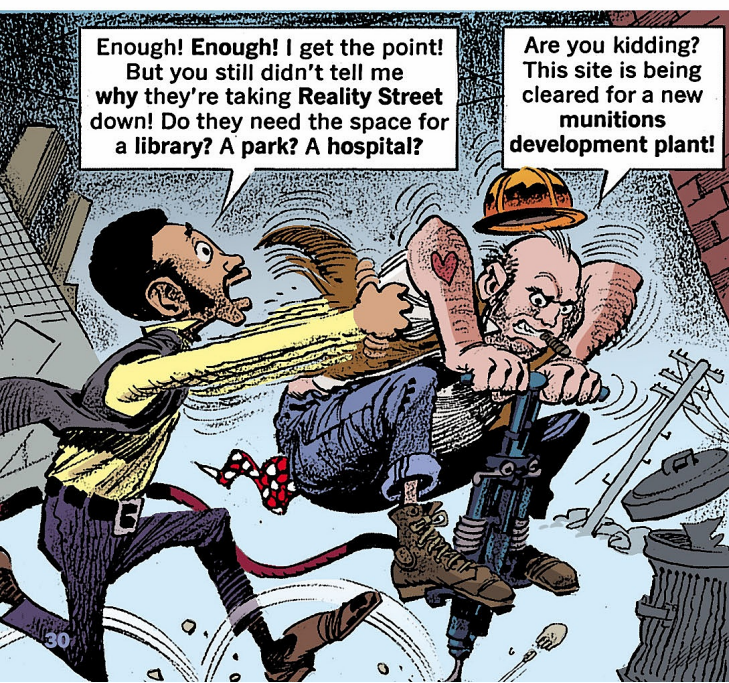
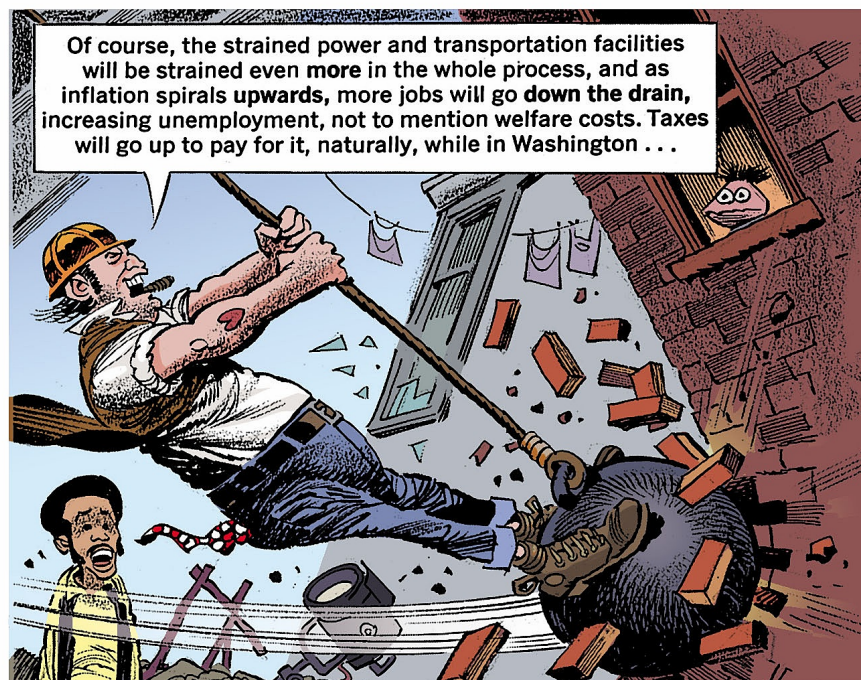
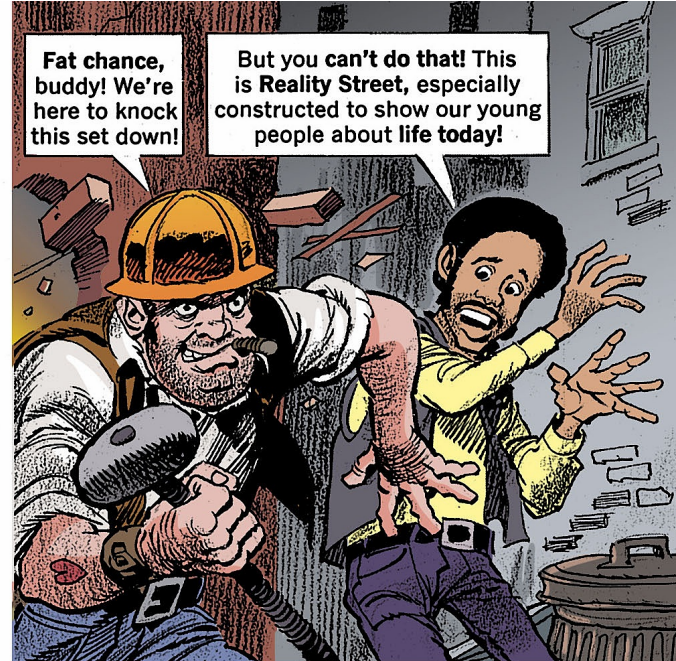














Model R 270. 23" over-all diagonal. 282 sq. inch viewing area. Complete with carrying handle and folding legs.

Feast your eyes on the first
and only television set with
no picture tube at all

General Realistic
ENJOY-THE-VIEW
TELEVISION

Let your own eyes convince you that
there's a wonderful world out there!

People have been so conditioned
to watching TV these days that they
no longer appreciate the real world
around them. Not unless they see it
on their television screen at home.

To solve this problem, General
Realistic engineers have designed a
whole new line of television sets —
without picture tubes!

With any new General Realistic
"Television Set-Without-A-Picture-
Tube", you can once more enjoy the
sights of the outside world. Merely

study those sights through the vivid
"Enjoy-The-View" clear-air screen.

So, get out of your living room
today! Go get yourself a new General
Realistic Portable "Dummy TV" set.
*Put it down anywhere, and begin to
observe "real life" again!*



Protest Is Our Most Important Progress

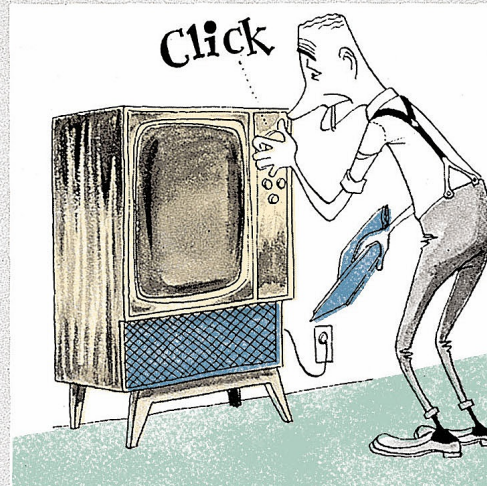
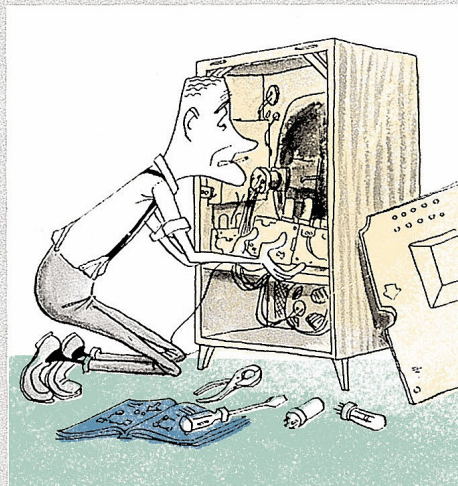
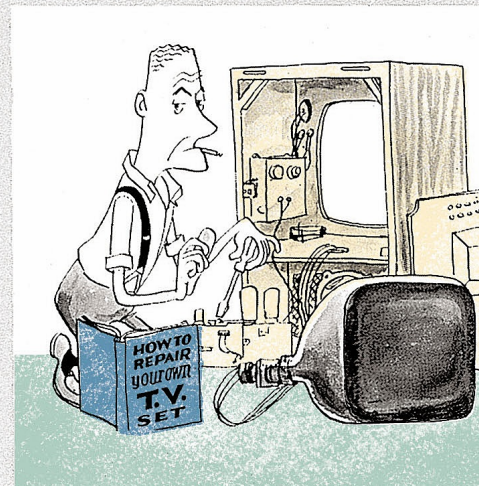
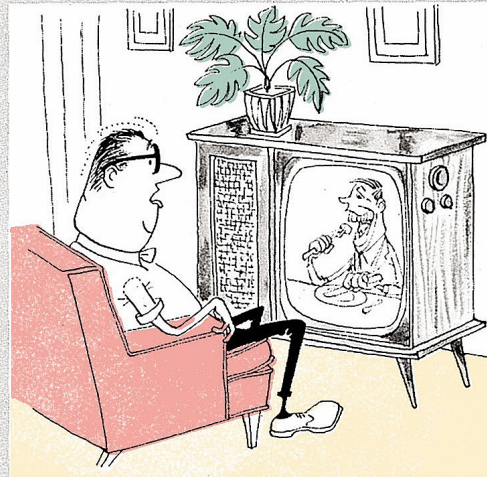
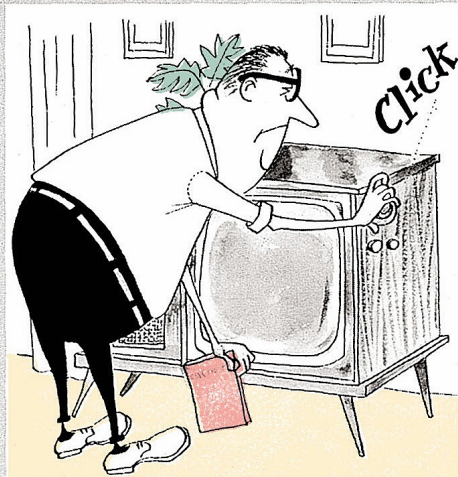
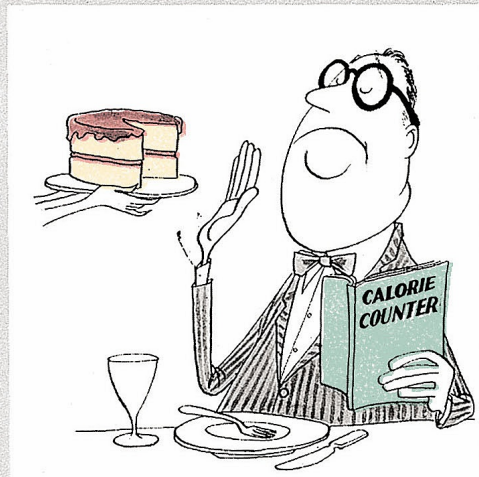
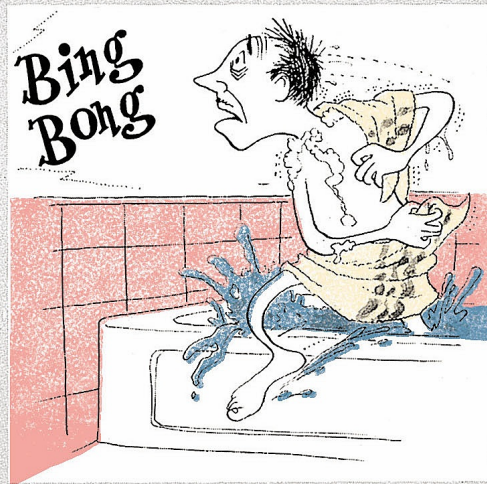
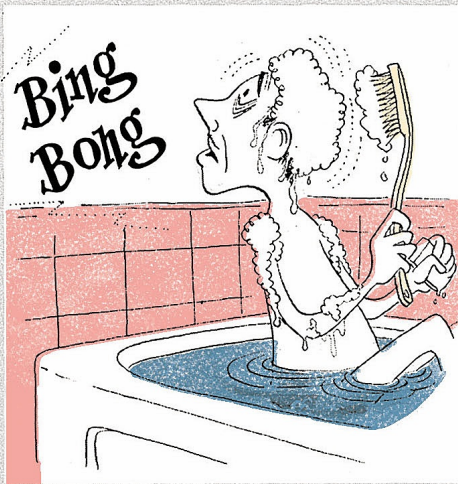
GENERAL  **REALISTIC**

TELEVISION RELIEVER DEPARTMENT, SYRACUSE, N Y



Television has only been in general use for about 15 years, and yet it has completely changed our way of life. The TV set has brought the world into our living rooms—as if we didn't have enough troubles already. It has wised-up our young people beyond their years, killed the ancient art of conversation, and reduced the pastime of reading to the pages of "TV Guide." We at MAD have always found television a vulnerable target for our kidding. But somehow, we've limited our fun to the idiotic things that appear on the TV screen, and we've ignored the idiotic things that face the TV screen, mainly, the TV viewers, some of whom can be more ridiculous than all the ridiculous TV programs and TV commercials combined. To them MAD dedicates the following article, which offers . . .

the lighter **THE**

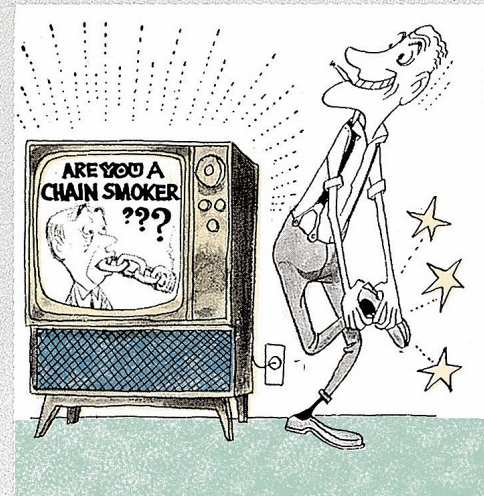
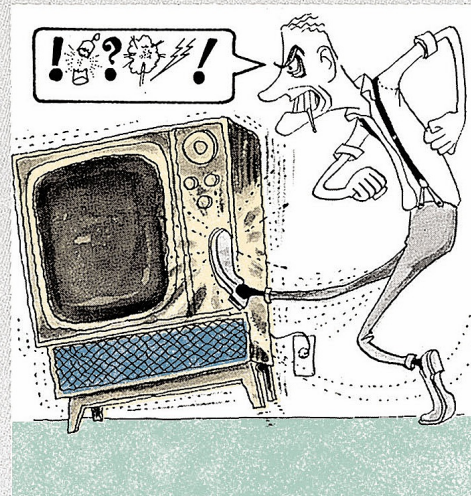
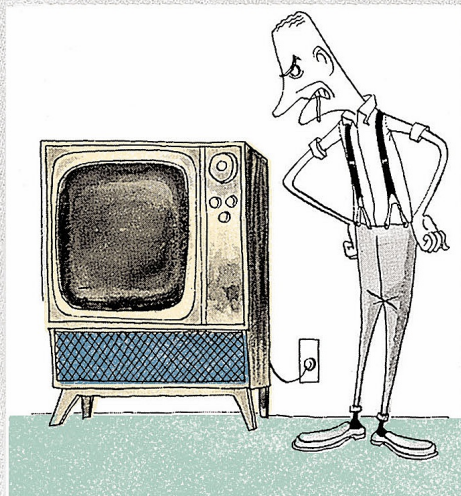
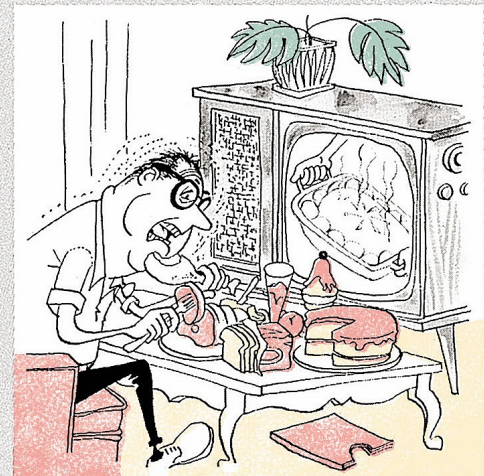
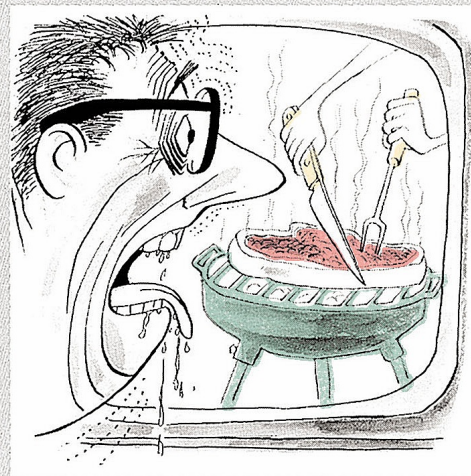
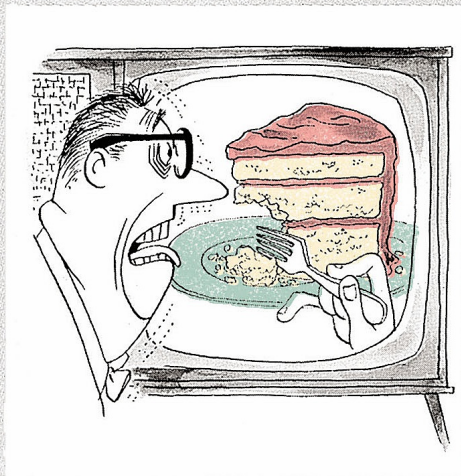
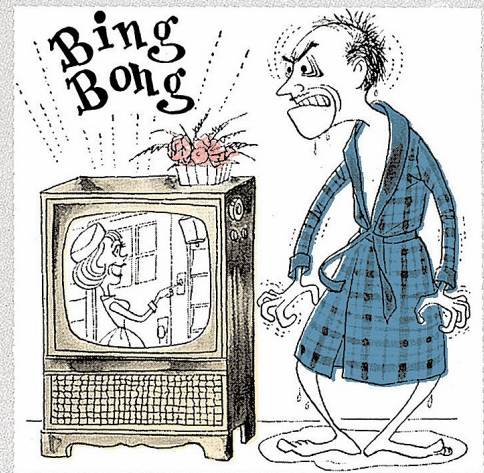
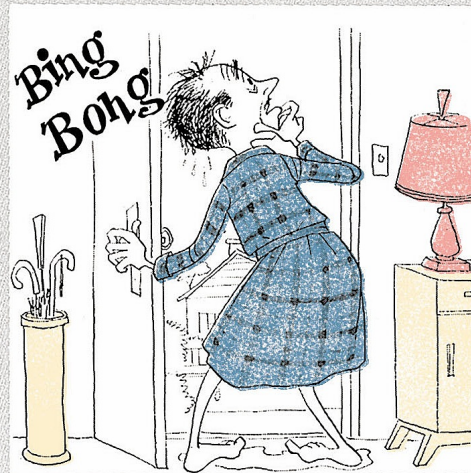


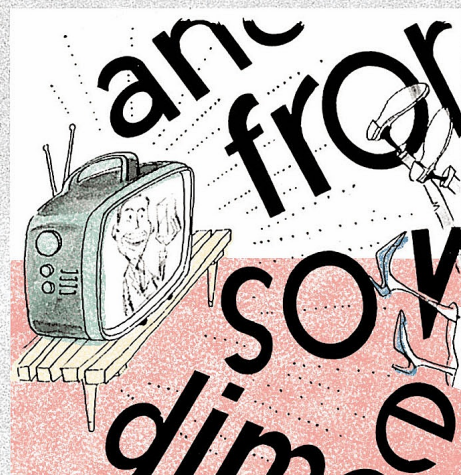
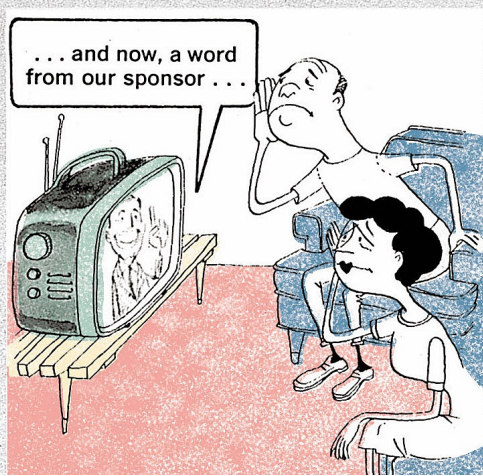
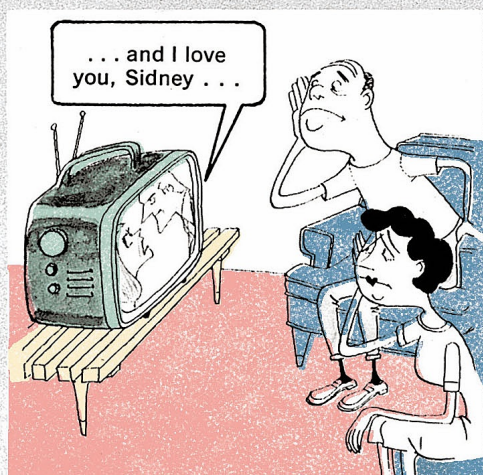
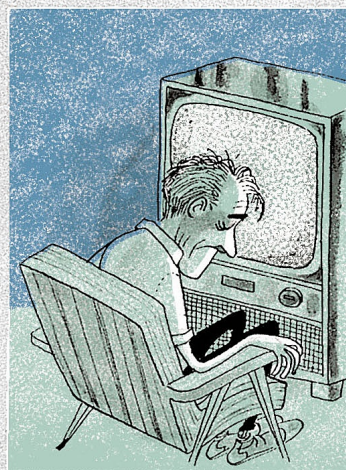
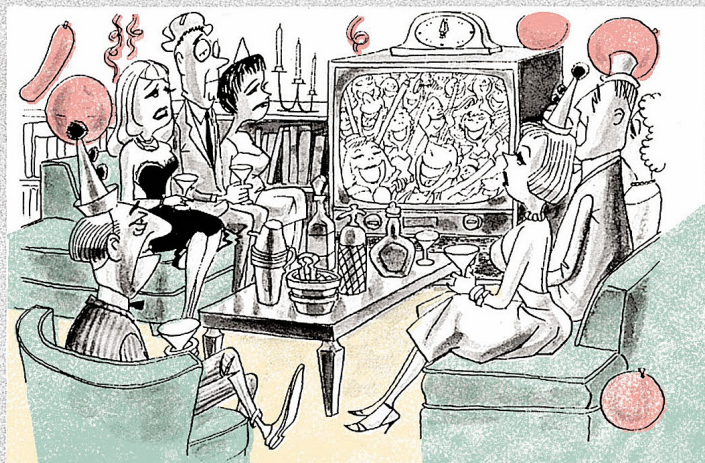
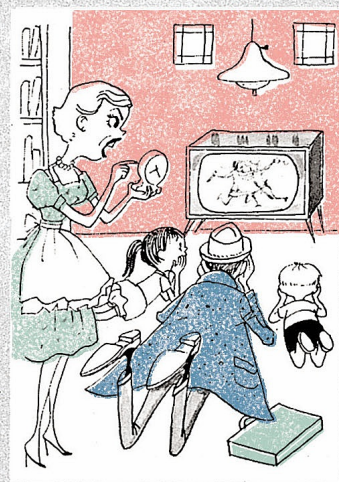
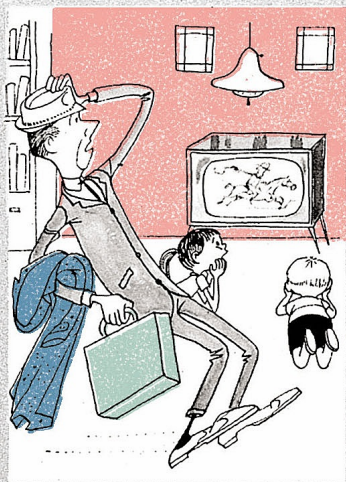
Get "set" to enjoy
my first ever "The Lighter
Side of..."

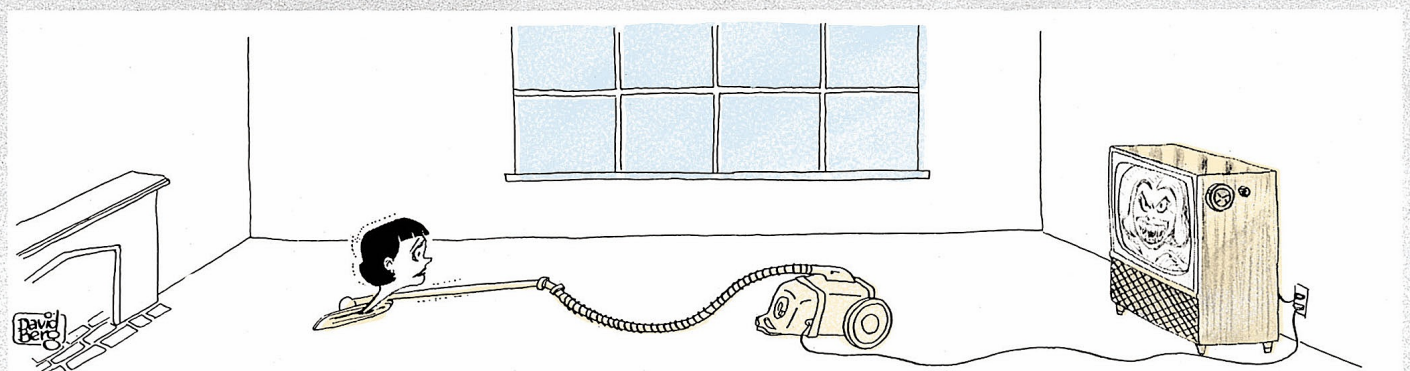
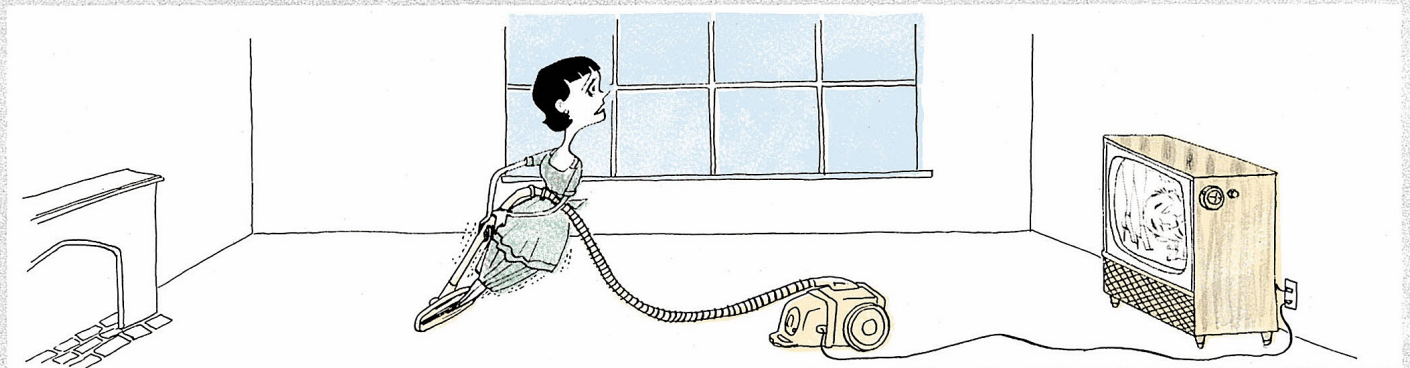
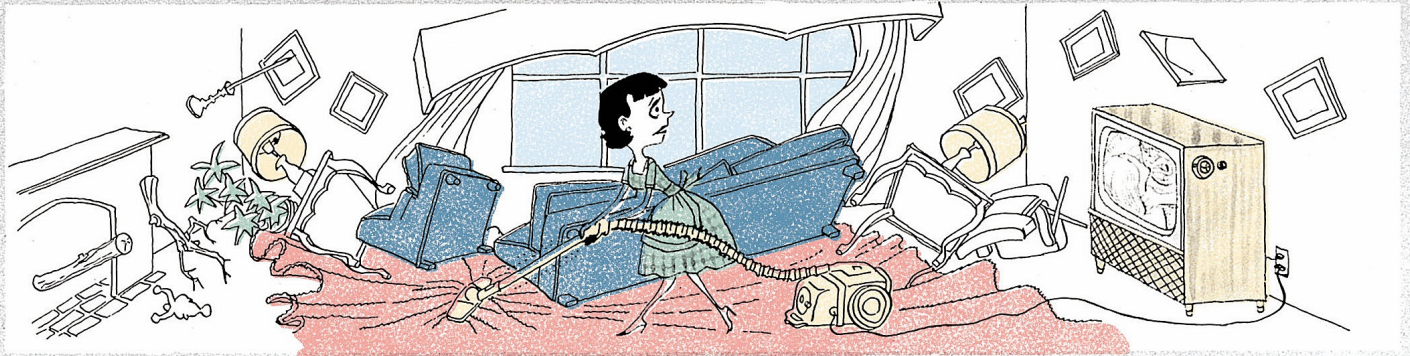
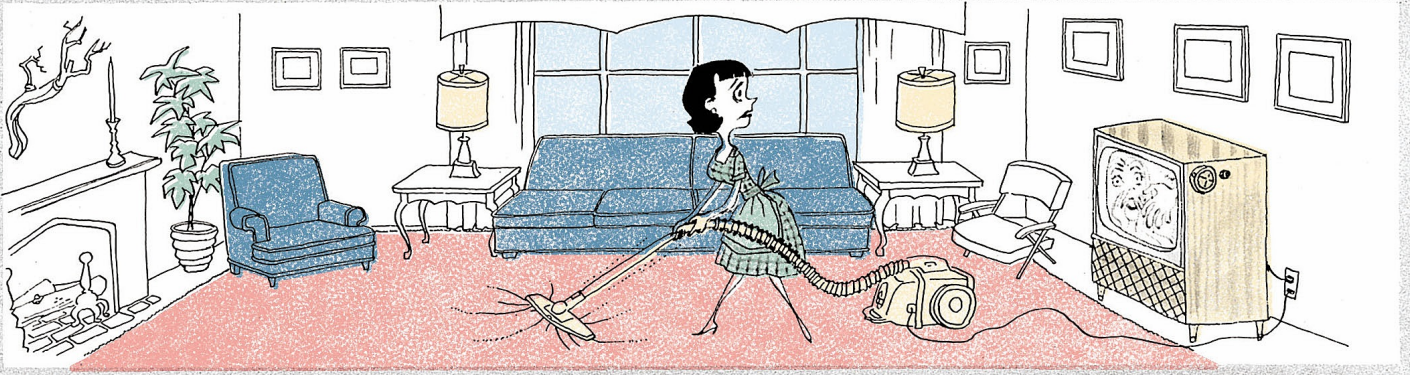


side of **TELEVISION SET**

WRITER & ARTIST **DAVID BERG** COLORIST **RAVEN JUERGENSEN**









With more and more networks combining their hit shows to create new audience awareness—and more content—it's no surprise the following series are teaming up for super-special swap-ups! Presenting a first look at the criss-crossover programs that'll have everyone saying, "Why the hell are they doing this?"

**BOOB
TUBE**

MASH-UPS WE CAN'T WAIT TO SEE

WRITER **BROCKTON MCKINNEY** ARTIST **KERRY CALLEN**



It's Always Sunny in Castle Rock

Dennis and Dee inherit a haunted house on the bad side of Maine. But when Frank takes a job as a guard at Shawshank Prison, Charlie falls for disturbed

nurse Annie Wilkes, who convinces him that killing everyone is "Charlie Work." It's a laugh-filled episode titled "The Gang Gets Ax Murdered."



The Glowbergs

Overbearing "smother" Beverly Goldberg has entered her family in a mall-sponsored wrestling contest, and it's an all-out '80s laugh riot when her son Barry's rapper alter ego, Big Tasty, shows up as

referee! But things get scary-hilarious when her youngest son Adam ends up in the ring with Junkchain and Zoya the Destroya, the most badass brawlers in the Gorgeous Ladies of Wrestling!

The Unbreakable Mandy Lorian

Mandy Lorian is an affable bounty hunter trying to adjust to life on an alien planet after being held captive in a bunker on the Death Star by Darth Vader (now handsomely played by a mask-less Jon Hamm).

She wants to lead an ordinary existence, but how normal can you be when your landlady is an elderly Ewok and your roommate is a Baby Yoda named Titus?

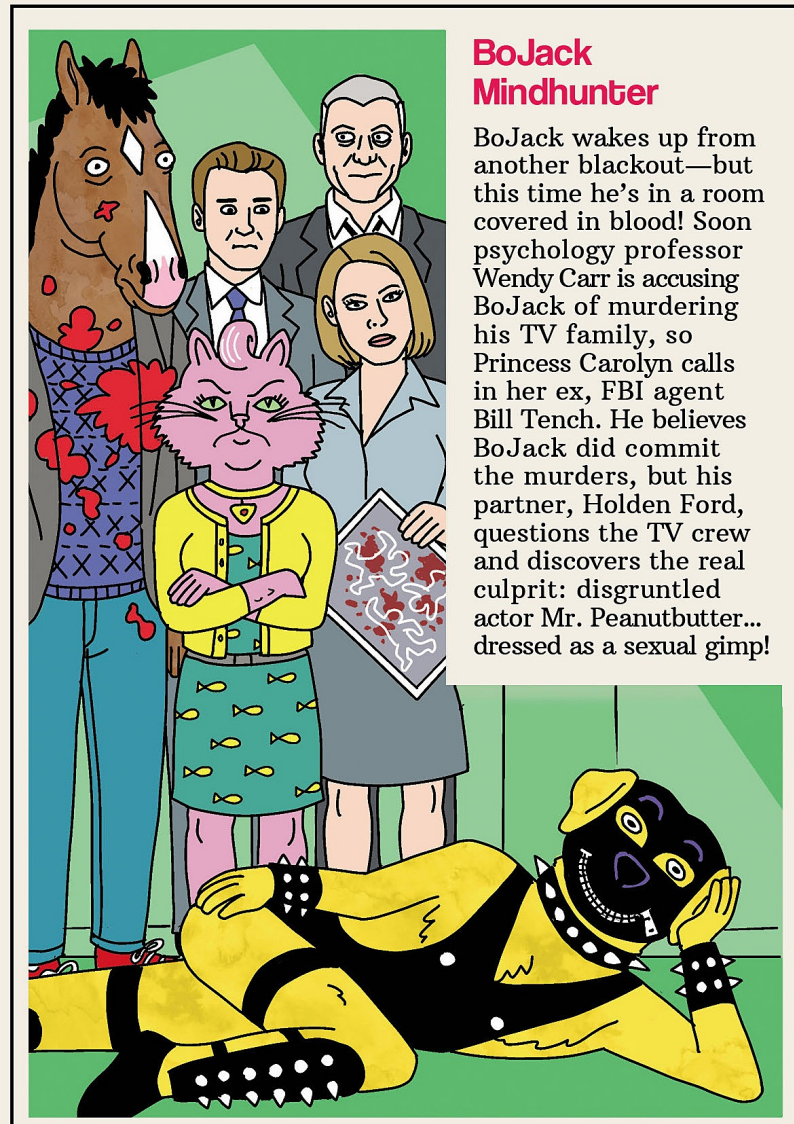




Black-ish Mirror

Dre Johnson receives a mysterious phone in the mail that shocks his entire family when it claims to be alive! The phone says it needs the brilliance of Dr. Rainbow Johnson to get it back to the future, where questionable cultural issues are tried in

a court of law presided over by two sentient stuffed animals named Diane and Jack. But that's the Johnson twins' names! Guest-starring Miley Cyrus and John Cougar Mellencamp as the voices of Jack and Diane.



BoJack Mindhunter

BoJack wakes up from another blackout—but this time he's in a room covered in blood! Soon psychology professor Wendy Carr is accusing BoJack of murdering his TV family, so Princess Carolyn calls in her ex, FBI agent Bill Tench. He believes BoJack did commit the murders, but his partner, Holden Ford, questions the TV crew and discovers the real culprit: disgruntled actor Mr. Peanutbutter... dressed as a sexual gimp!

Better Call SupernaturSaul

Sam and Jensen are up to their Winchesters in trouble when a seedy warlock casts a spell on Albuquerque, New Mexico, turning all the residents into monsters! Now the fate of the city is in the hands of a demonized Saul Goodman and a werewolf-ified Michael Ehrmantraut, as they team up to take down the spellcasting pusher Count Drugula!



Big Little Saturday Night Lies

Live from New York, five women attempt to hide a hilarious murder in vignettes featuring varying degrees of quality! This "not ready for a primetime

Emmy" episode features musical guest Fleetwood Mac doing "Little Lies" and Tom Hanks as the murderer/guest host, David S. Pumpkins!

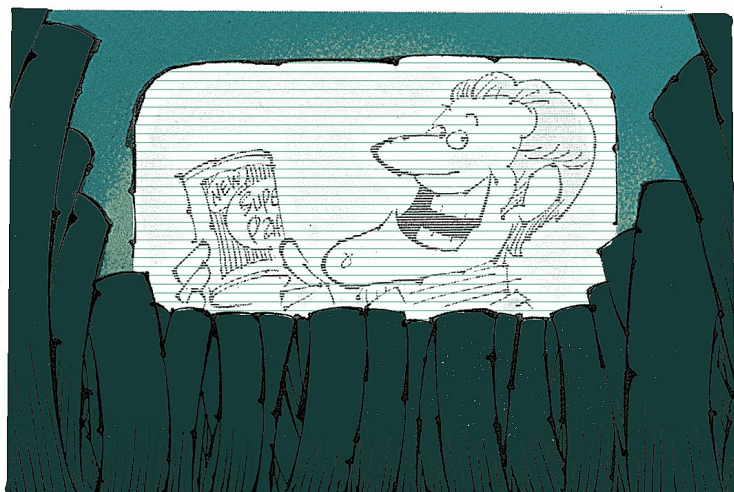
TV...AS VIEWED BY



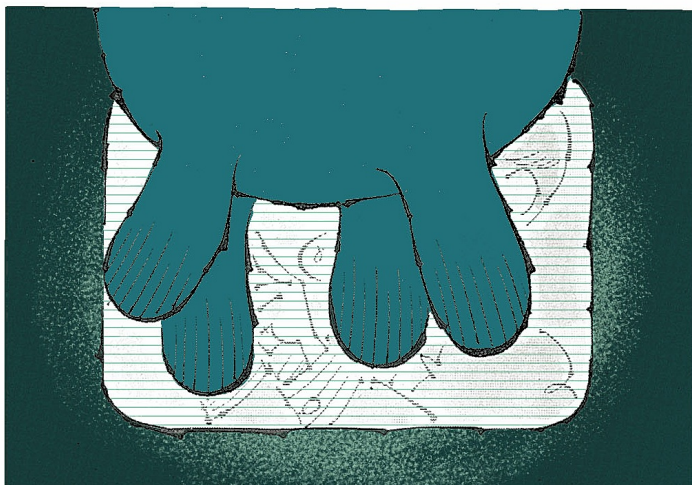
A Crosseyed Rhino



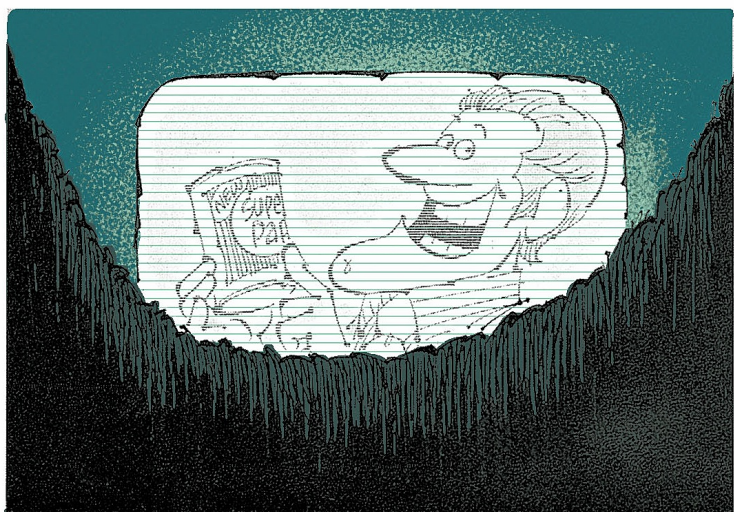
A Rabid Dog



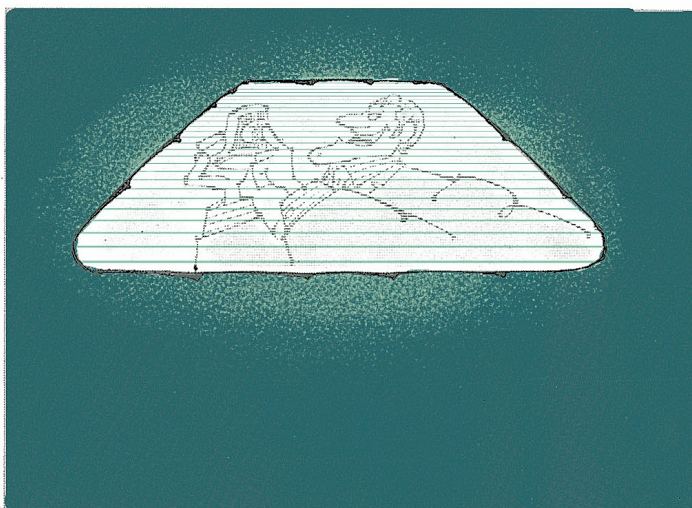
A Bug In A Rug



A Newborn Calf



A Baby Kangaroo



An Amused Ant



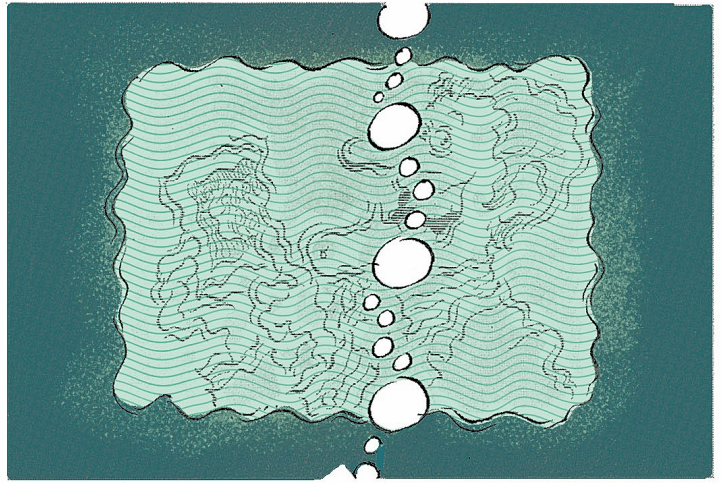


THE ANIMAL WORLD

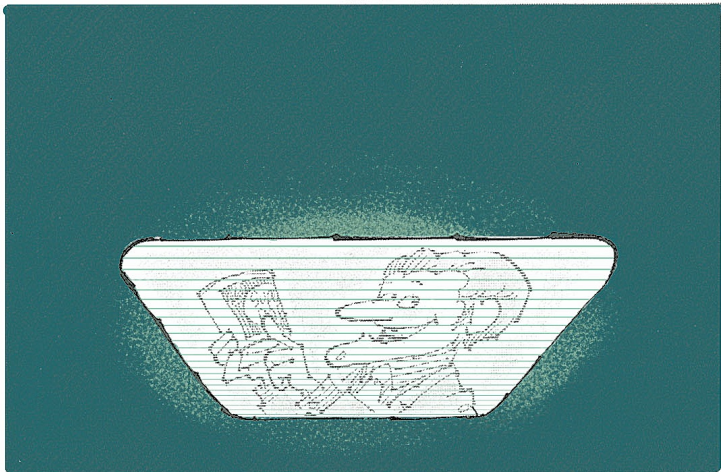
WRITER
PAUL COKER, JR.
ARTIST
PAUL PETER FORGES
COLORIST
RAVEN JUERGENSEN



An Introverted Turtle



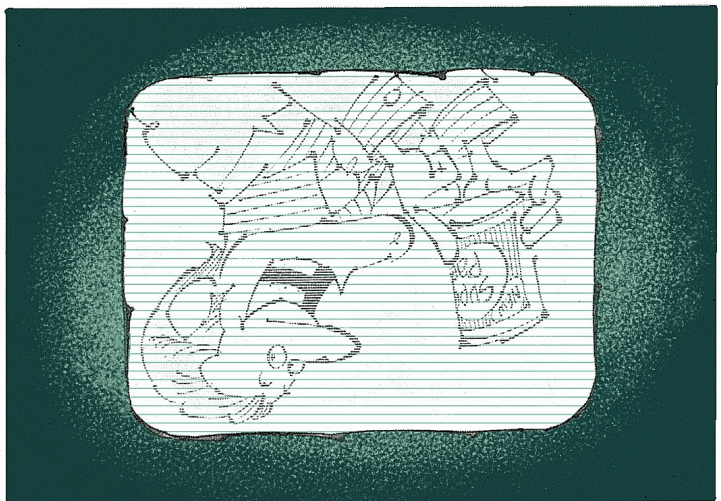
A Hiccupping Goldfish



A Housebroken Giraffe



A Curious Termite



A Bored Bat



A Compulsive Canary



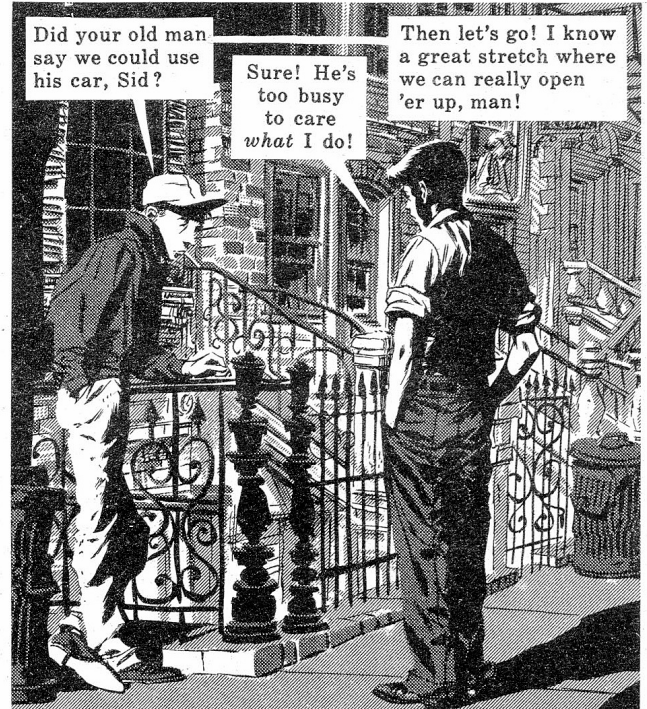
Whenever we see one of those hour-long TV dramas, we're thankful that there's a place where people can see the works of talented American writers performed as they were written! Namely, Broadway! Because most TV dramas these days are

How A Television

Here is the original script as it was first written by the Author, who has also included his personal comments:

In this play, I show how it is possible for a boy to have all the benefits of a good home, and still feel unwanted. The first scene shows how Sidney's father, a judge, is too involved in courtroom work to pay attention to his son.

This next scene shows Sidney's feelings toward his father . . . his resentment at being ignored. This lack of companionship between father and son is really what drives Sidney into seeking the friendship of a mixed-up boy like Johnny.



From the Author, the script then went to the Script Editor of the program, who made the following changes and comments:

This is a fine script! Let's not touch a thing! Except . . . how many boys have fathers who are judges? One out of 5000? That's why I've made the old man a professional golfer. My old man was a professional golfer, and he ignored me!

Nothing to be changed here, except I don't feel we should sympathize with the boy too much. So I've made him a mechanical genius, an egghead. That way it really isn't so much the old man's fault. I know! I've got an egghead for a son!



pretty sad! In fact, we've often wondered what happens to a TV script once the writer turns it in. Recently, a network spy sent us the following material from a play to be presented on the Globber Playhouse which clearly shows...

WRITER **FRANK JACOBS**
ARTIST **WALLY WOOD**

Script Is Born

loaded by Johnny, Sidney drives wildly through town until he accidentally strikes down a dog. He is immediately sorry for what he has done, but lacks the moral fiber to stop and face the dog's owner, so he speeds away from the scene.



This scene depicts Sidney's moment of manhood. We see that he is basically a responsible person when he confesses what has happened to the judge. We also see the judge's moment of truth when he realizes his own failings as a father.



Confronted by the dog's owner, the judge faces a difficult decision. As a father, he is guilty of neglecting his son. But as a judge, he must be impartial. He decides, therefore, to bring the actions of his son (and himself) to trial.



Note that I've changed the Caddy to a Jaguar here. I own a Jag myself, and I know how keen they are! Also note that I've eliminated the dog-killing. Those A. S. P. C. A. phone calls can be murder, so why go looking for trouble?



This scene is okay, except it misses the boat. Sidney's father isn't upset; in fact he's sort of pleased to find his kid is human, and isn't so perfect. After all, that's the way I'd act if it happened to that smart-aleck kid of mine.



This scene lacked warmth, so I've fixed it. By offering to buy Sidney his own Jaguar, the old man turns out to be a swell guy, and everybody is happy, which always makes a good ending. I know it's the kind of ending my family'd like.



From the Script Editor, the play then went to the Advertising Agency TV Director, who read it and made these changes:



From the Ad Agency TV Director, the script was turned in to the Sponsor, who had his own thoughts and made these changes:



From the Sponsor, the script was then sent to a Network Vice-President, who put the finishing touches on this final version:



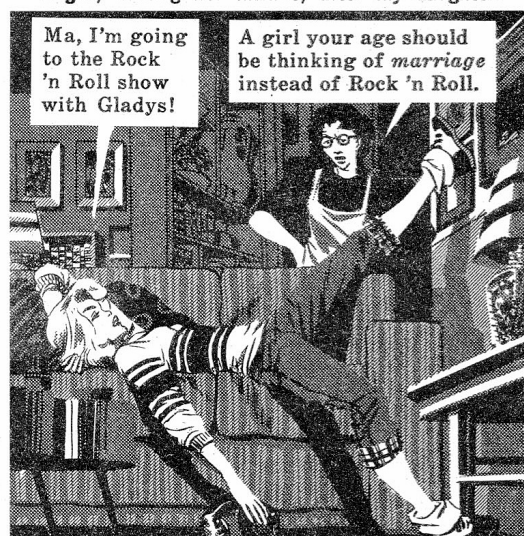
Scriptwise, this play is great. But I was just a little bothered by the father, so I've eliminated him. I've also changed the boy's name from Sidney to Steve—sounds more American. We can't afford to offend the American Legion!



Note that Steve and his friend, Bill (the name "John" is distasteful, reminds people of John Wilkes Booth!), are no longer boy mechanics. The real mechanics in the country might be offended, and we don't want to appear anti-union.



This is a fine play. However, may I remind you that it's sponsored by Globber's Breadcrumbs, not Baseball. Since Globber's Breadcrumbs are used by women, I've made the central character a girl, naming her Maxine, after my daughter.



Note my new emphasis on Rock 'n Roll. I think this is important for product-exposure. Teenagers are potential Breadcrumb-buyers, so if we tie the two together in their minds, they'll buy Globber's Breadcrumbs when they grow up.



Great script! Wouldn't want to touch it! But I do think that having a mother nag an unmarried daughter might offend spinster TV fans. So I've made it into a stepmother-stepdaughter relationship, and I've added a few stepsisters.



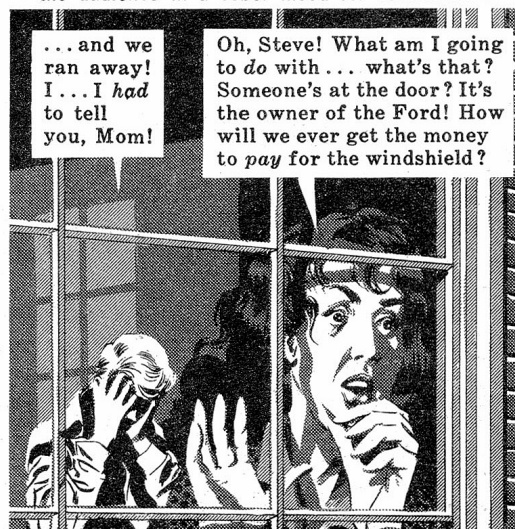
Since Rock 'n Roll might offend parents, I've changed the stage show to a fancy costume ball. By replacing the girl friend with a godmother, we add family interest, and also create a part for Daphne Rancid, who's under contract to us.



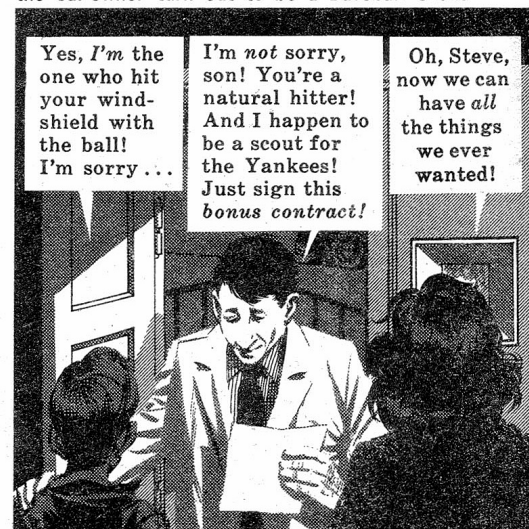
I've rewritten here so the boys play baseball. This agency is also handling the Major League telecasts this season, so we might as well get in a plug where we can. I've also changed the car to a Ford. It might help land the account.



No changes! I just want to point out that by eliminating the father, it means the boy lives alone with his mother, she takes in laundry, they're hard up, and she cries a lot. It keeps the audience in a sober mood for commercials.



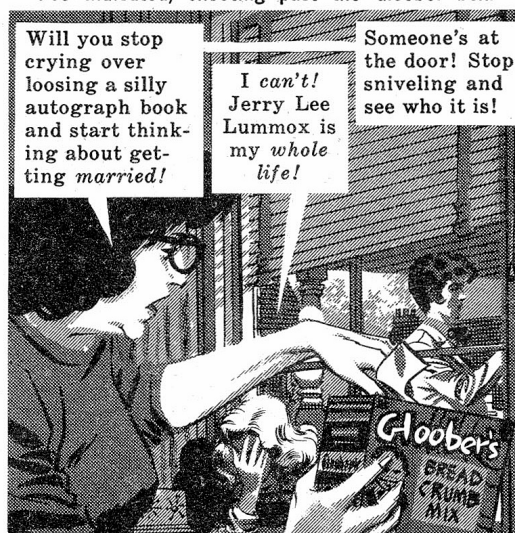
This scene lacked realism, so I fixed it. Since every American boy dreams of becoming a Big League ball player so he can make lots of money and help his old sick mother, let's have the car-owner turn out to be a Baseball Scout.



I'm glad I could eliminate the baseball scenes. This new backstage scene gives all the viewers a chance to see Dicky Finster, my daughter's favorite entertainer, who I suggest be cast as the singer so my daughter can get to meet him.



I've tinkered here. By having the girl cry, we give the mother a chance to do something else while she comforts her, like opening a box of Globber's Breadcrumb Mix. Note the close-ups I've indicated, shooting past the Globber box.



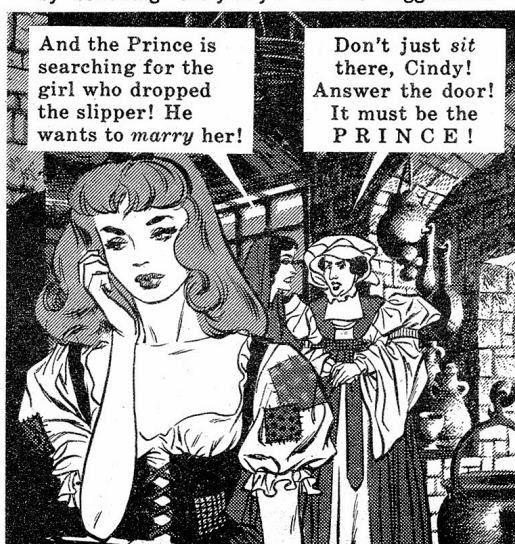
The last scene has everything—now. It brings the boy and girl together, it gives Dicky-boy a chance to sing another song, and mainly, it gives the mother more time to show off some of her tasty-looking Globber's Breadcrumb recipes.



I don't mean to be difficult, but an autograph book doesn't make much sense at a costume ball. I changed it so she loses her slipper instead. And having the girl (I've named her Cindy) due home by midnight injects some needed suspense.



Since this is a touchy script, let's avoid all objections by changing the time to the Middle Ages. And let's soft-pedal the sponsor's plugs! After all, we could ruin this really great play by following everybody's two-bit suggestions.



A few minor alterations in plot, characterization and dialogue, and the show wraps up just beautifully. The critics should love it. This is the kind of fresh new writing TV needs! The author should be encouraged to do more for us!





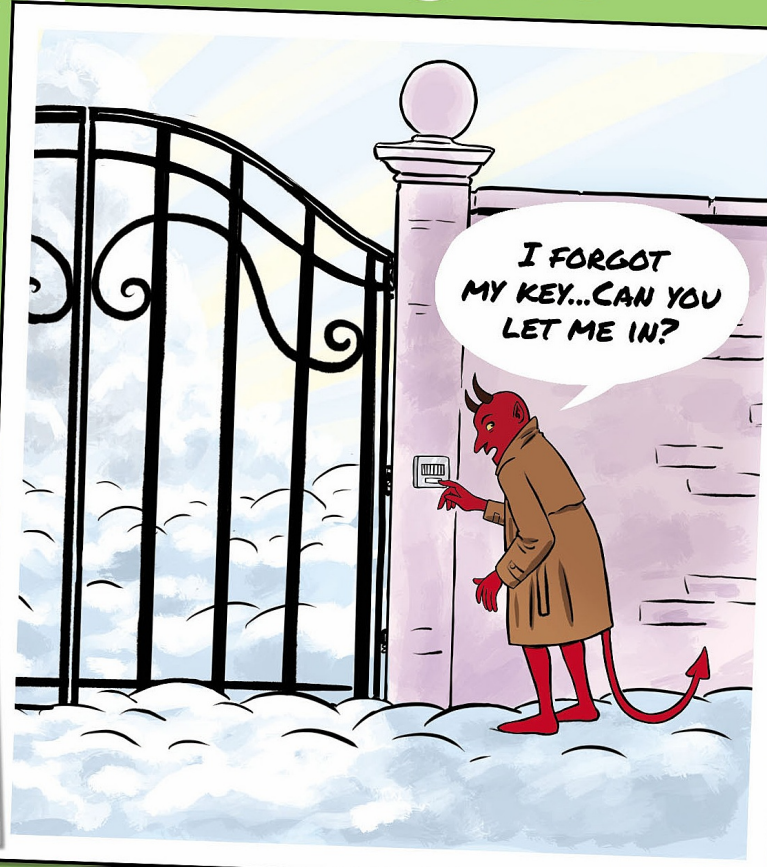
MeaNwHile...

WRITER IAN BOOTHBY
ARTIST PIA GUERRA

I JUST THINK SUNSETS
ARE OVERRATED AND... IT'S RIGHT
BEHIND ME, ISN'T IT?



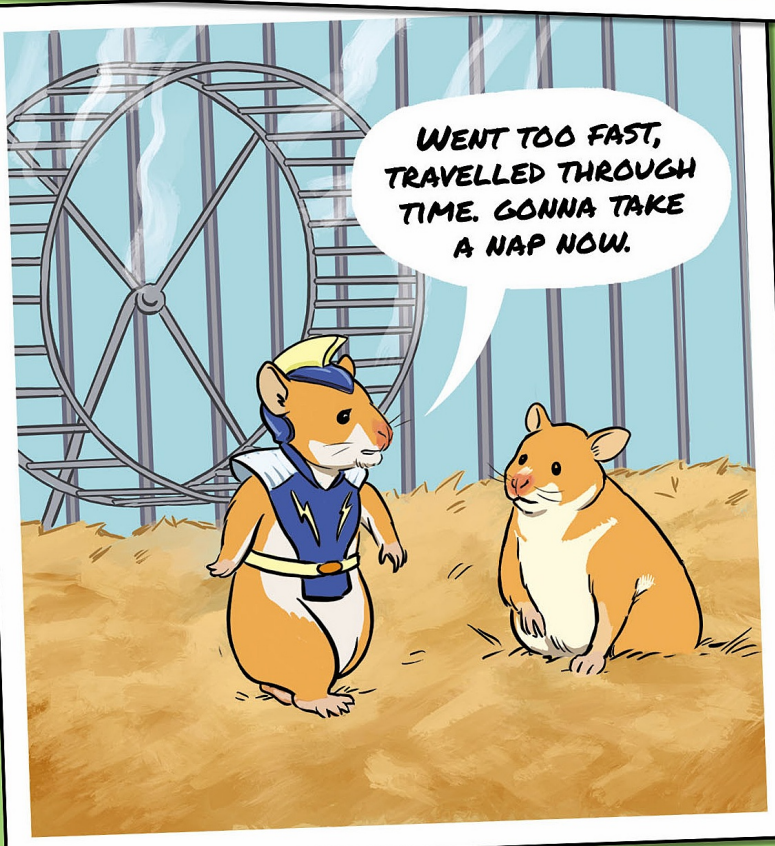
I FORGOT
MY KEY...CAN YOU
LET ME IN?



OH, THE
INTERROGATION
IS LATER. THIS IS FOR
OUR PODCAST.



WENT TOO FAST,
TRAVELLED THROUGH
TIME. GONNA TAKE
A NAP NOW.





When you watch television, and the "Commercial-Break" comes on, do you just sit there stupidly, listening to idiotic advertising claims? Did you ever stop to figure out that you waste 120 to 150 seconds every time that happens? Aren't there more important things you could be doing in that time—like making a snack, or going to the "john", or taking care of other neglected chores? Well, now that TV Commercial-Breaks are becoming longer and more frequent, your editors feel that it is imperative that we present to the public:

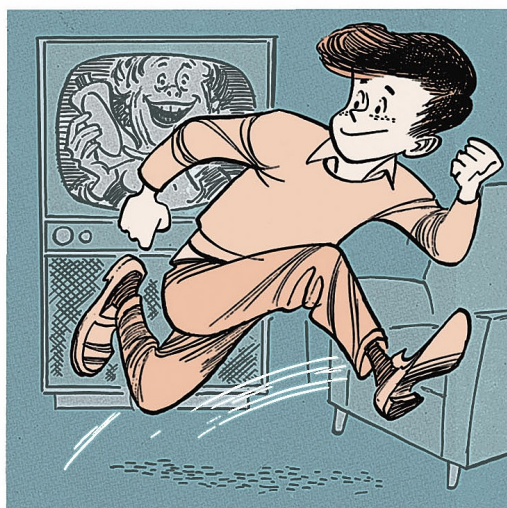
THE MAD PLAN FOR BEATING TV COMMERCIAL-BREAKS

WRITER **AL JAFFEE** ARTIST **BOB CLARKE** COLORIST **CARRIE STRACHAN**

MAD EXPERT DEMONSTRATES EFFECTIVE USE OF TV COMMERCIAL-BREAK TIME



Value of intense training is shown by expert. Sensing impending commercial-break, he assumes a "ready" position.



As opening shot of commercial flashes on TV screen, MAD expert blasts off on well-planned 120-second mission.



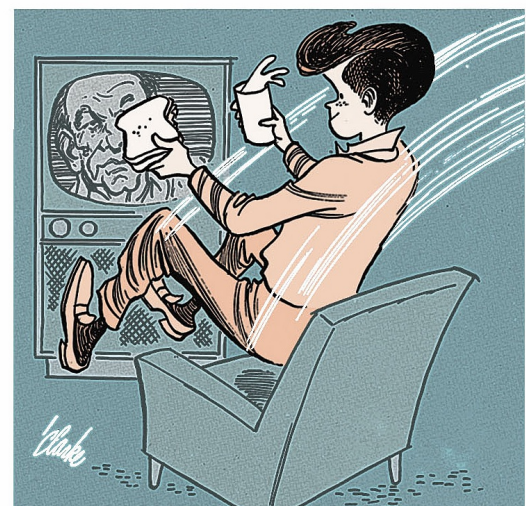
First stop is Bathroom—where expert performs chore he has practiced and perfected to last exactly 24 seconds.



Second stop is his Bedroom—where he answers three Homework questions, or studies one paragraph in 42 seconds.



Next stop is Kitchen—where he makes 2 Baloney-and-Cheese sandwiches, and pours a glass of milk in 49 seconds.



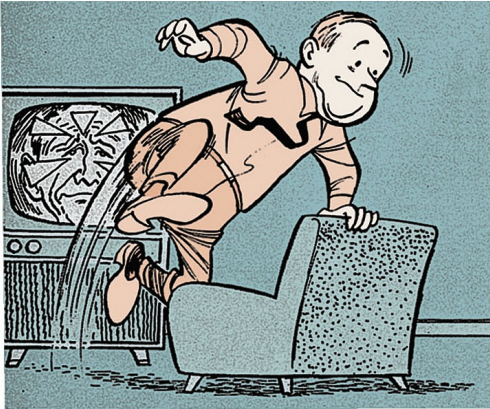
Last stop is back into TV seat—with food from Kitchen—in 5 seconds flat ... just in time for resumed program.

NEW MAD PRODUCTS FOR USE

People in top physical condition can get around much faster and accomplish a lot more than people who are older and slower. MAD plans to introduce special aids for these slower people to help

THE CORNER

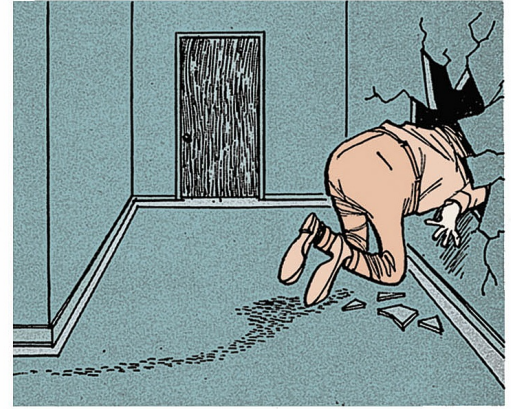
Old Way



As Commercial-Break comes on, viewer bolts from chair, heads for kitchen.



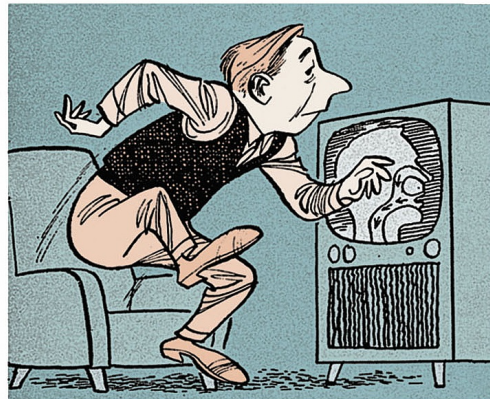
Due to inertia, viewer loses precious time making wide turn rounding corner.



Even sadder is when he loses balance, hits wall, and misses rest of program.

ELECTRIC-EYE

Old Way



As Commercial-Break comes on, viewer bolts from chair and heads for door.

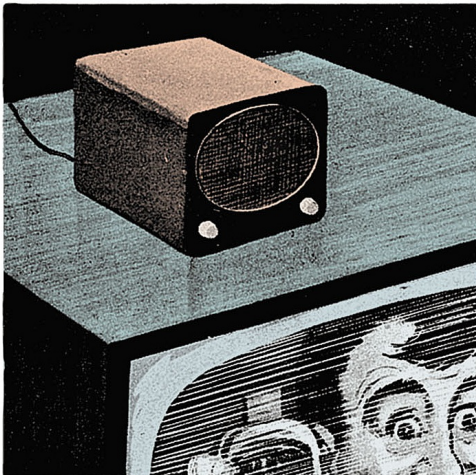


When he gets to door, he has to stop and pull it open, losing $3\frac{1}{2}$ seconds.



Sometimes he forgets, and pushes door open, losing \$20.00 — for a new door.

THE WARNING BUZZER



Attaches to TV set. Operates when it picks up extra-loud irritating volume of commercial, automatically shutting off sound. 10 seconds before program is about to resume, sets off warning buzzer. Good for taking quickie naps.

THE TELEPHONE CUT-OFF



Attaches to your telephone. When any call lasts longer than a Commercial-Break, just press the special button which produces noisy interference on the phone lines, giving you a perfect excuse to get off and back to TV set.

SURE-GRIP OVERSHOES



These soft rubber soles fit over your shoes and make it possible to execute swift, safe, silent movements during "commercial dash". Highly recommended for large families that sound like a thundering herd stampeding thru house.

DURING TV COMMERCIAL-BREAKS

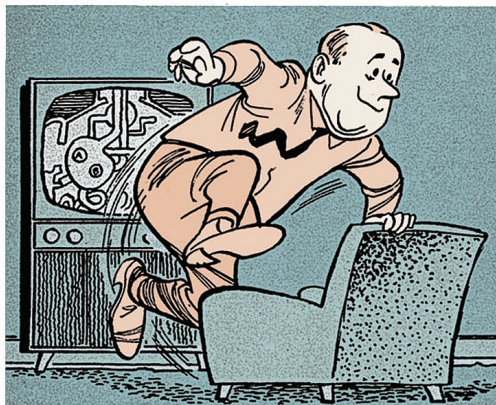


them make the most of TV Commercial-Break time. These devices will also help the people in top physical shape by cutting down the accident rate during those moments of wild dashing around.

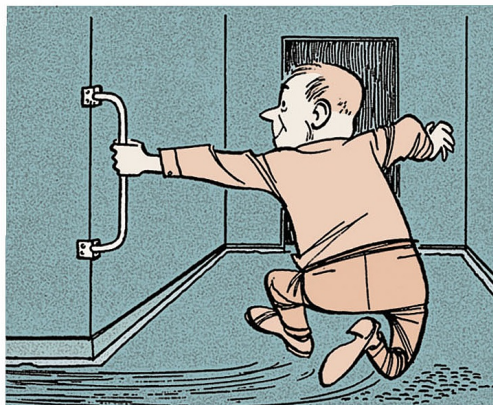


GRAB-BAR

New Way—with Corner Grab-Bar



Viewer again bolts from chair, heads for that tricky, treacherous corner—



But this time, "grab-bar" is there—and he can make tight, graceful turn.



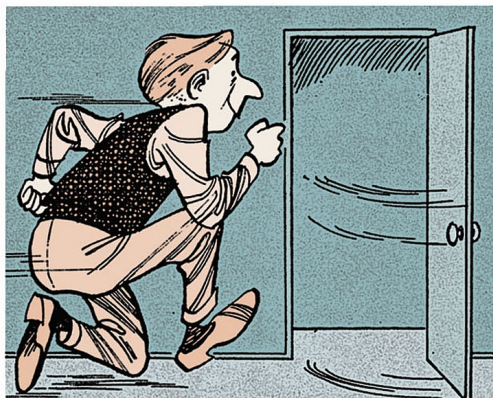
Hurled safely in right direction, he also shaves 4 secs. off his best time.

DOOR-OPENER

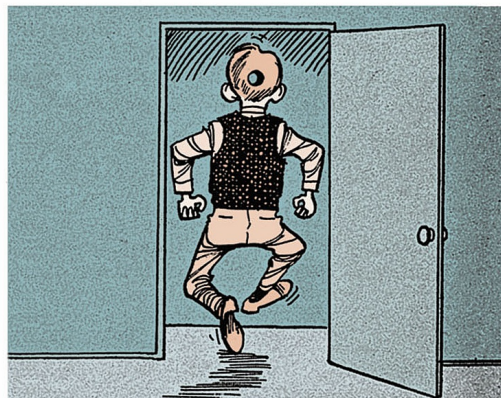
New Way—with Electric-Eye Door-Opener



As commercial comes on, viewer jumps up, breaking electric eye light beam.



Broken light beam automatically opens door in plenty of time for viewer...



And he passes through safely, saving time and money... and mainly, injury.

MASTER CONTROL PANEL

This is a somewhat elaborate and expensive item, but well worth it for those who want to save up to 50% more time. As Commercial Break comes on, viewer presses appropriate

button. By the time he arrives at his destination, things are ready and waiting, eliminating much wasted effort. A custom-made hook-up can be designed for individual needs.





With longtime hit *Friends* going off the air soon (and *Who Wants to Marry My Dad?* not exactly a worthy replacement), it's no wonder NBC signed up Matt LeBlanc for a spinoff series based on his Joey Tribbiani character. And since the other five *Friends* cast members' movies haven't held up well compared to, say, *Gigli*, we're pretty sure they'll quickly come crawling back to the Peacock network too! Which is why you should brace yourself for...

MORE RIDICULOUS F.R.I.E.N.D.S SPINOFFS WE'RE SURE TO SEE...

★MONICA'S MESS★

Determined to take an active role in the war on terrorism, Monica enlists in the army and is shipped to Iraq, where she's assigned to the finest mess hall in downtown Tikrit. She soon concocts delicious baba ganoush and falafel. But daily sandstorms and ubiquitous camel droppings cause neat freak Monica to sink into depression and embark on an ill-advised shish kebob binge. A visit from ex-boyfriend Richard (Tom Selleck) starts to cheer her up — until his bushy mustache gets him mistaken for Saddam and he's shot to death.

I'm so lucky to have an ophthalmologist come visit me! I think I've got a million grains of sand in my eye!

It's great to see a friendly face! Everyone in town seemed really frightened by me — except that former Information Minister, who congratulated me on winning the war!

WANTED

REWARD

LAW & ORDER

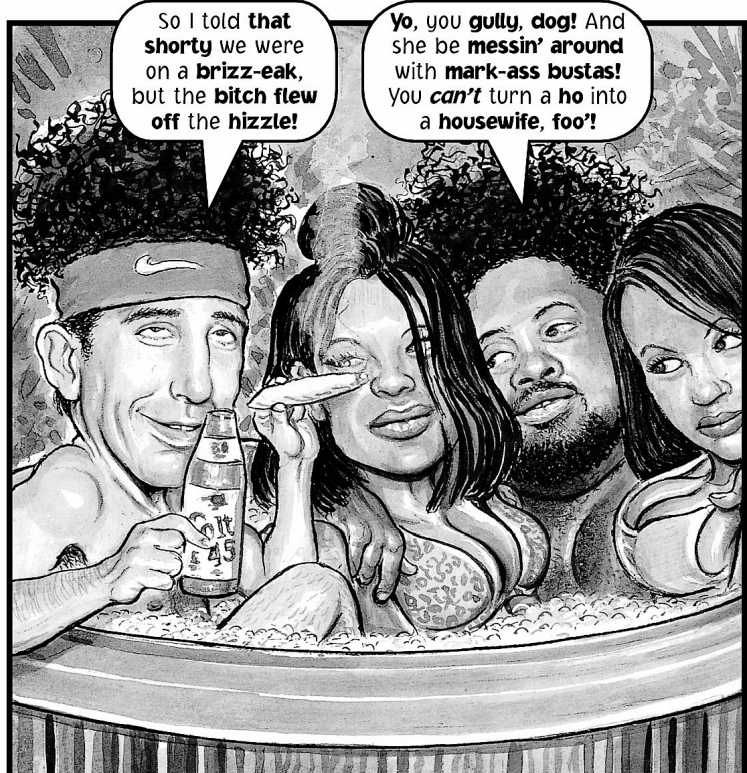
CHANDLER BING UNIT

NBC has finally figured out the key to ratings success: just slap the name *Law & Order* in front of a show! This latest version finds Chandler Bing, long dissatisfied with his job as a data processor, joining the force and quickly rising through the ranks due to a "wacky" clerical error. In the series pilot, Sergeant Bing finally cracks down on former neighbor and lewd pervert Ugly Naked Guy. Bruce Willis guest stars as a narcoleptic loose cannon cop with a vaguely Spanish accent.



So I told that shorty we were on a brizz-eak, but the bitch flew off the hizzle!

Yo, you gully, dog! And she be messin' around with mark-ass bustas! You can't turn a ho into a housewife, foo!



Snoop Rossy Ross & his frizz-ends

Finally responding to a decade of criticism that *Friends* rarely featured any black characters, NBC has created this "hip-hop" spinoff which finds David Schwimmer's Ross moving to Harlem and declaring himself "the funk doctor of paleontology." Now, Dr. Geller (aka Snoop Rossy Ross) not only works with bones, he smokes them. Snoop Ross rolls with a brand new posse of "frizz-ends," but keeps it real by giving shout-outs to his homies Chandler Bling-Bling and Phoebezzle Buffizzle. Co-starring Bone Crusher as rival West Coast paleontologist Dr. Mo Cheddah.



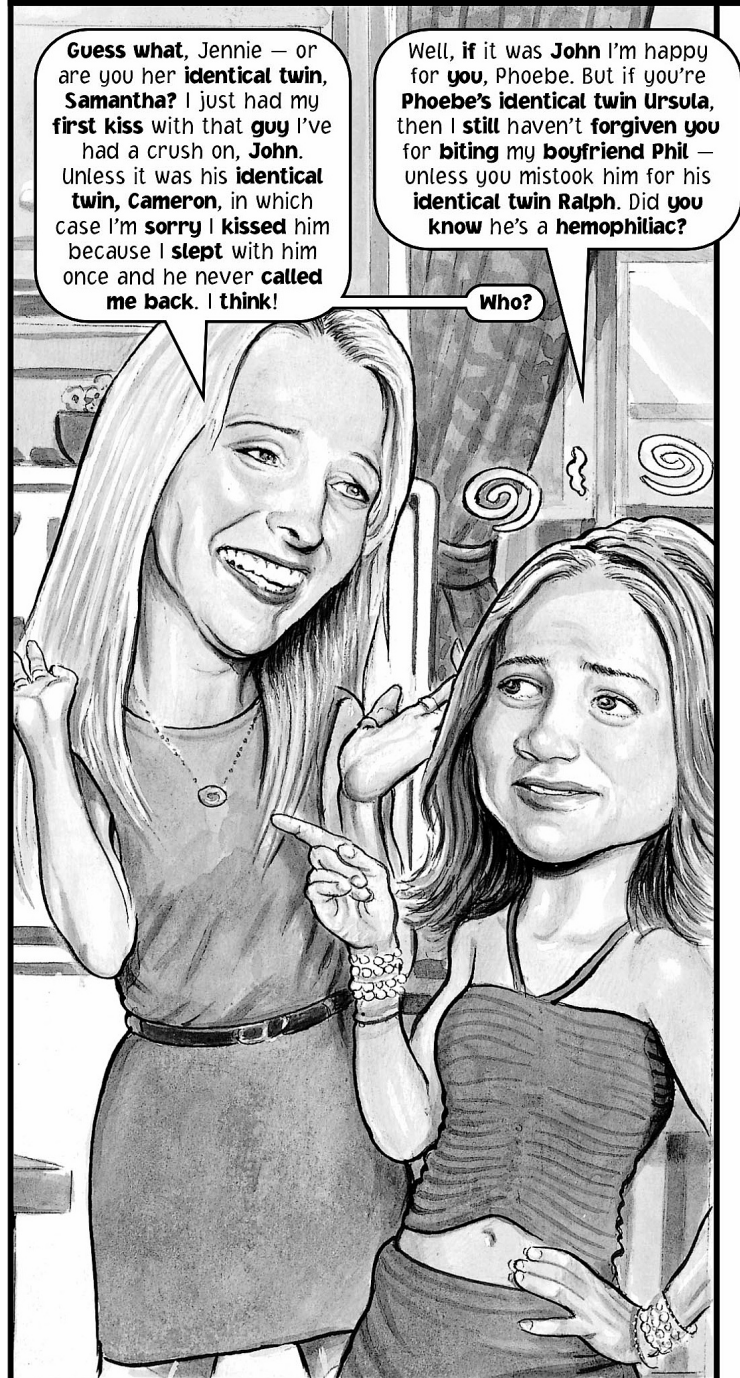
The Tom and Rachel Green Show

When Rachel helps MTV personality Tom Green pull off a pashmina-related prank on her boss Ralph Lauren, he offers her a co-hosting gig. The duo's new show is a hit thanks to stunts like Rachel forcing her baby to breast-feed from a cow's udder, and Tom tricking Gunther into drinking coffee he brewed using Emma's soiled diaper as a filter. In a very special episode, Rachel accidentally runs over Ross's old pet Marcel while pretending to lose control of a Segway scooter in Central Perk. After Tom taunts her with the roadkill, she cleverly proposes a new "Dead Monkey Boa" to Ralph Lauren, and the two become filthy rich!



PHOEBE OR **NOT** PHOEBE?

Lisa Kudrow reprises her role as the loveably flaky masseuse, Phoebe. Or does she? That's the question you'll be asking during this unabashedly gimmicky sitcom in which viewers don't know until the end of each episode — and sometimes not even then — whether they've been watching Phoebe or her identical twin sister, Ursula. All of the other characters are identical twins too, so it's never clear exactly who's saying what to whom, or why they're saying it — if in fact they are. Special guest stars include the Olsen twins, *Antiques Roadshow*'s Keno brothers and NFL stars Tiki and Rhonde Barber.





Wanna see a sitcom about the backstage goings on of an SNL-type comedy show starring some former SNL performers? Didn't think so! Here it is anyway...

30

I'm Crazee Jumpin! I'm the unpredictable star of this SNL-type show! Actually, there are *two* Crazee Jumpins — there's an insane Crazee, but there's also a mellow Crazee! Check out the YouTube video of me running naked through a field during an electrical storm swinging a metal pipe and singing "This Sh*t is Bananas"! I feel that clip really shows off my mellow side!

I'm Lizz LemonPledge! I'm head writer of this late night sketch show! I *have* a nut job and I *deal* with nut jobs! I'm the only sane person on the staff. My life is pathetic! I'm smart, nerdy, neurotic! That's okay for a TV writer, but for dating it ranks right below genital herpes and morbid obesity! I'm a mess! Now, if you'll excuse me, I have to cringe my face in that cute little way I have!



CROCK

WRITER ARNIE KOGEN
ARTIST TOM RICHMOND

I'm Jock Dungaheap, East Coast Network Vice President in charge of Programming! *Translation:* I'm good looking and look great in a tux! I know absolutely nothing about network programming! You've seen TV — does it really matter? I'm arrogant, I'm Republican, I'm bigoted, I'm outspoken and I toss out one liners like Rickles on speed! Now, if you'll excuse me — I'm going to beat up a folk singer and taunt a hurricane victim!

I'm Henna Baloney! I act a little, I sing a little, I dance a little! Some people say I've used my body to get where I am today in this industry! They say I slept my way to the middle!

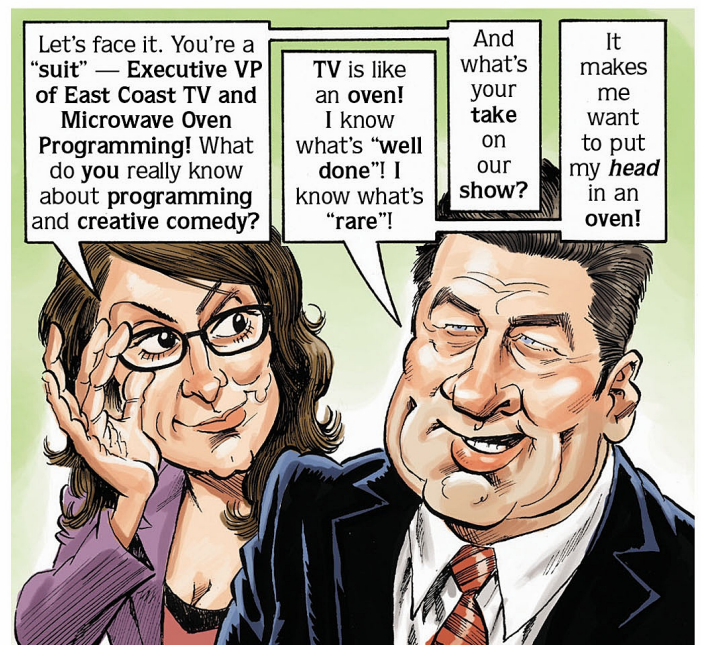
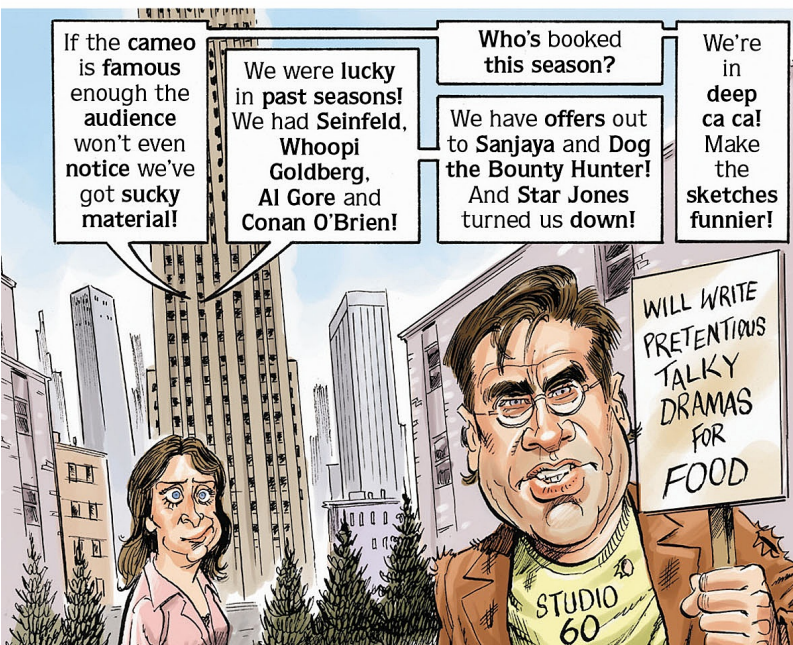
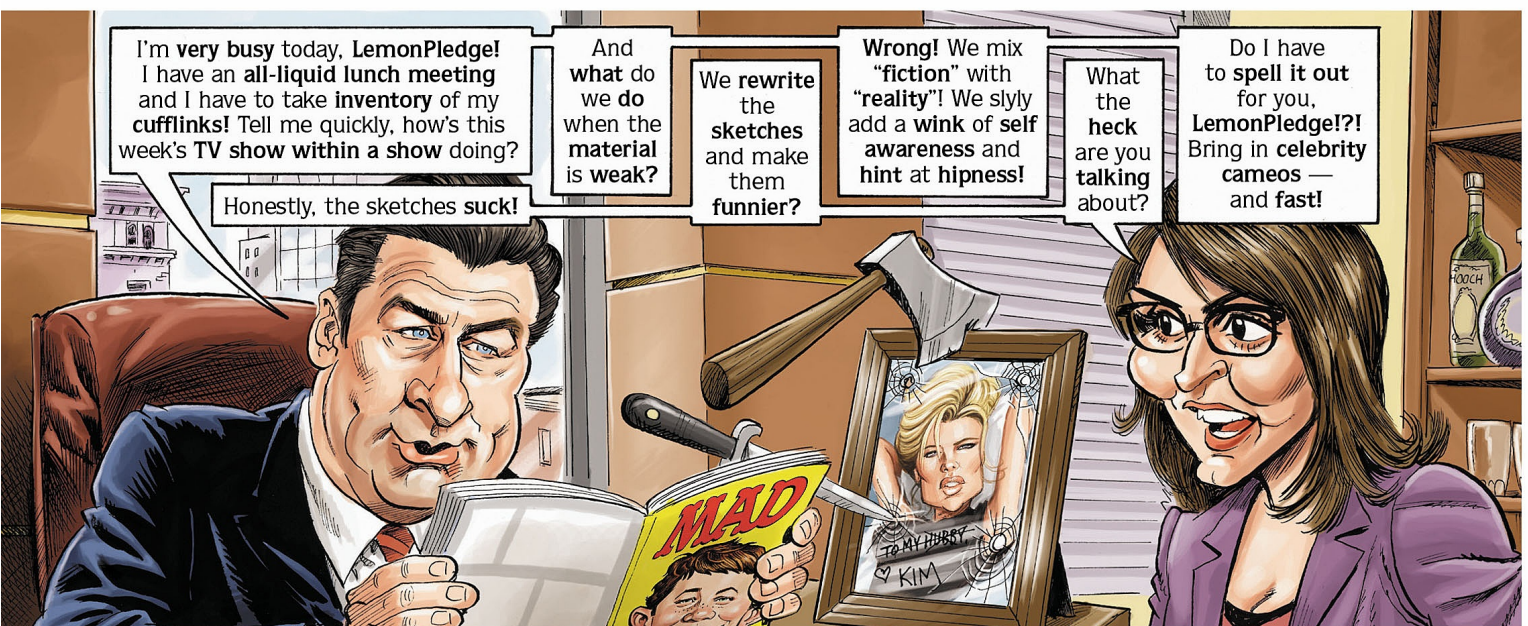


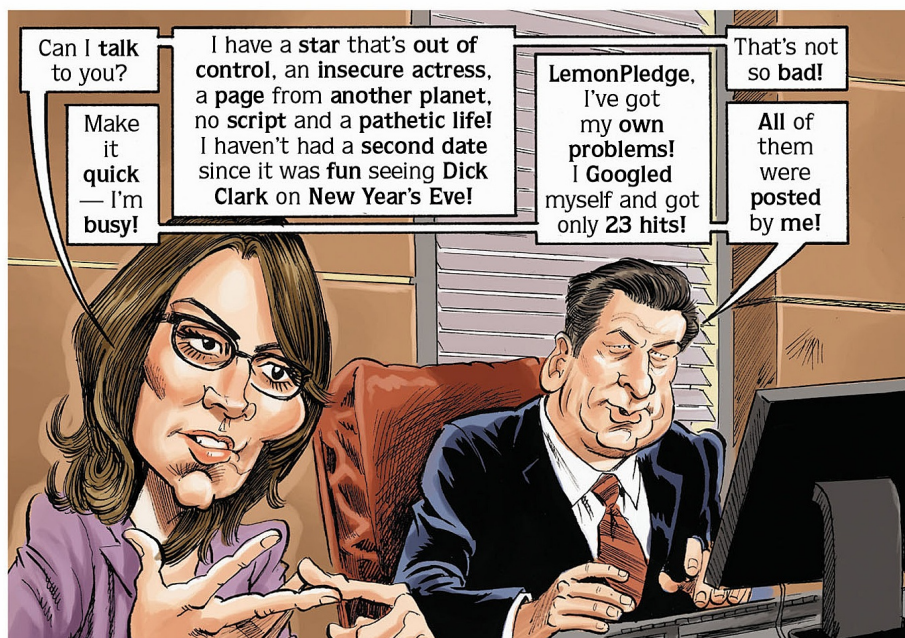
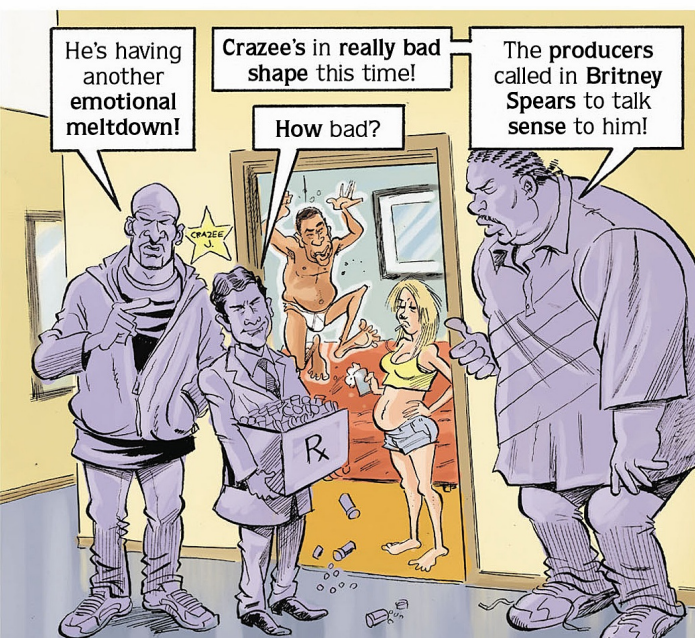
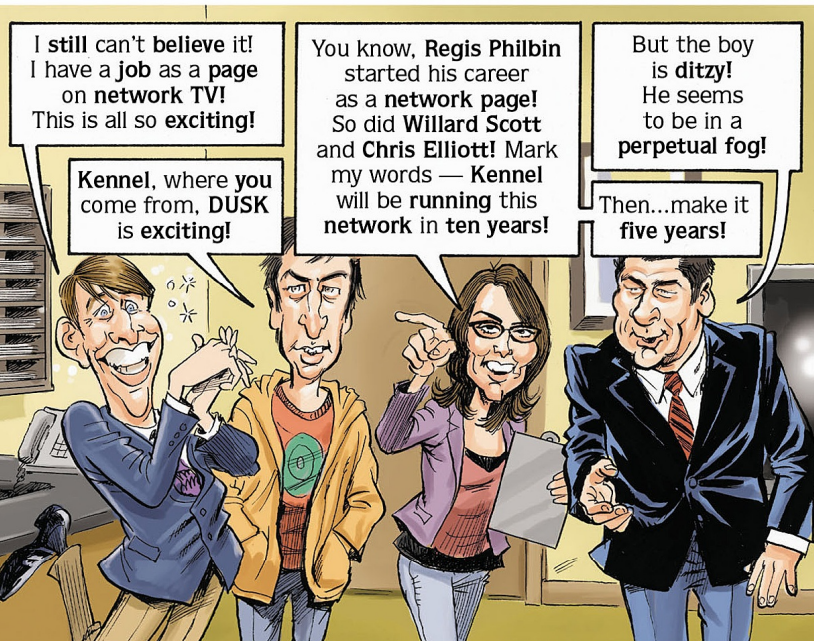
Tina Feh, the writer, is doing a brilliant job!

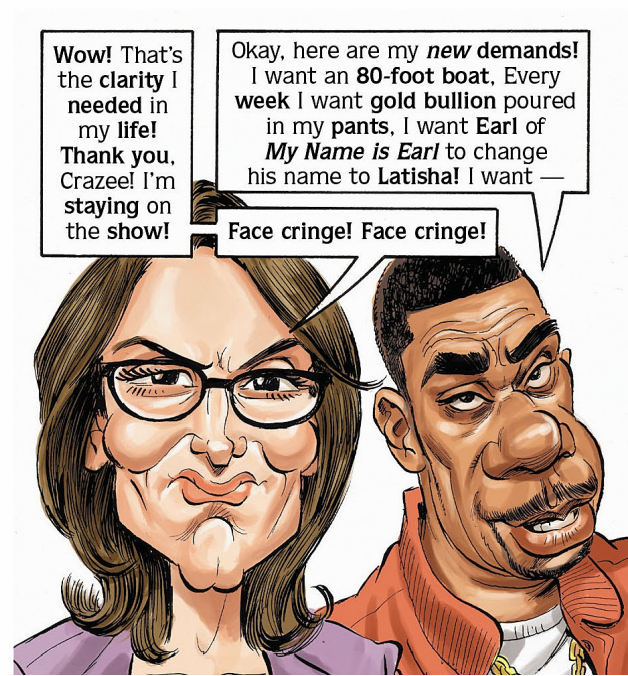
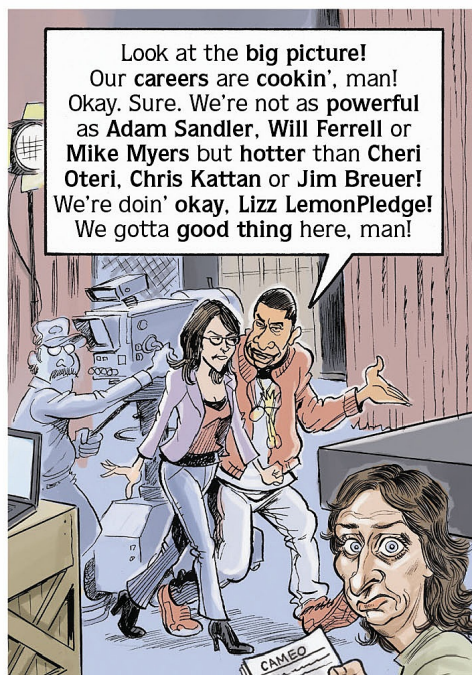
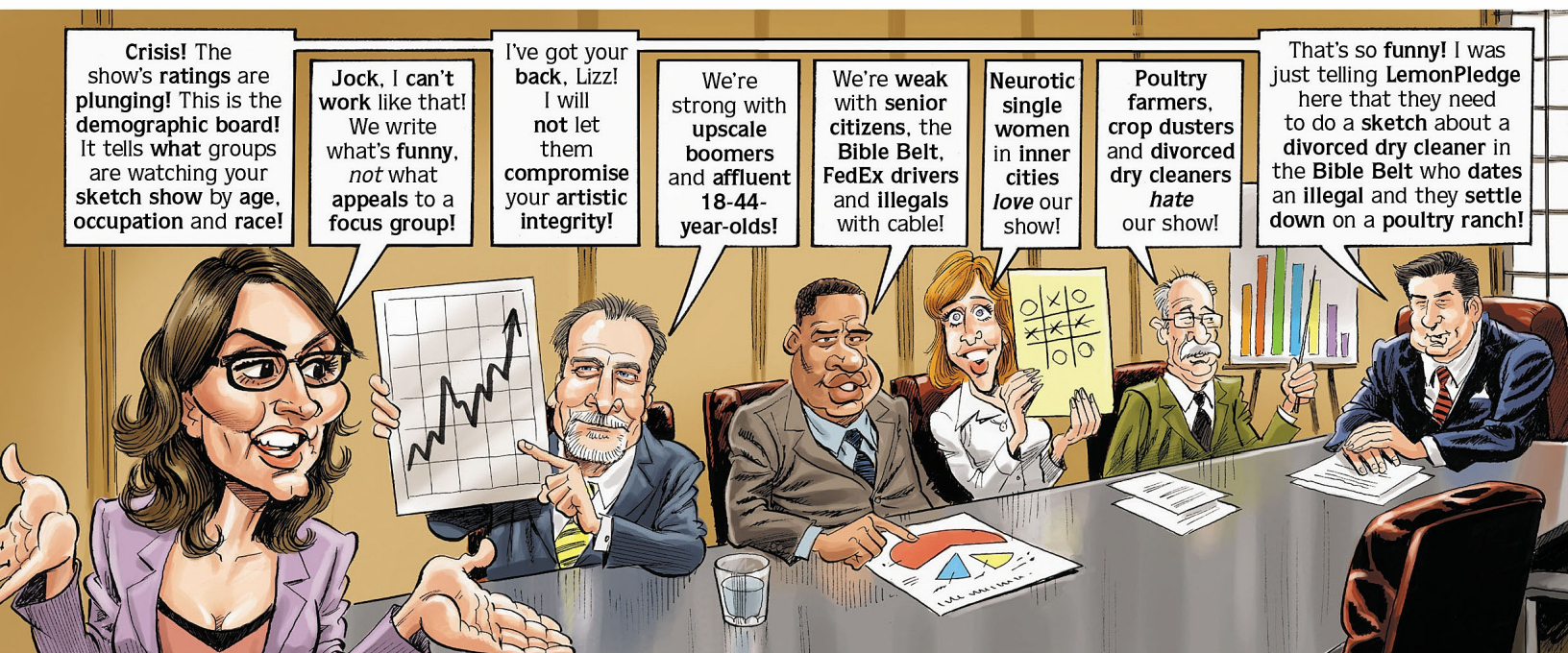
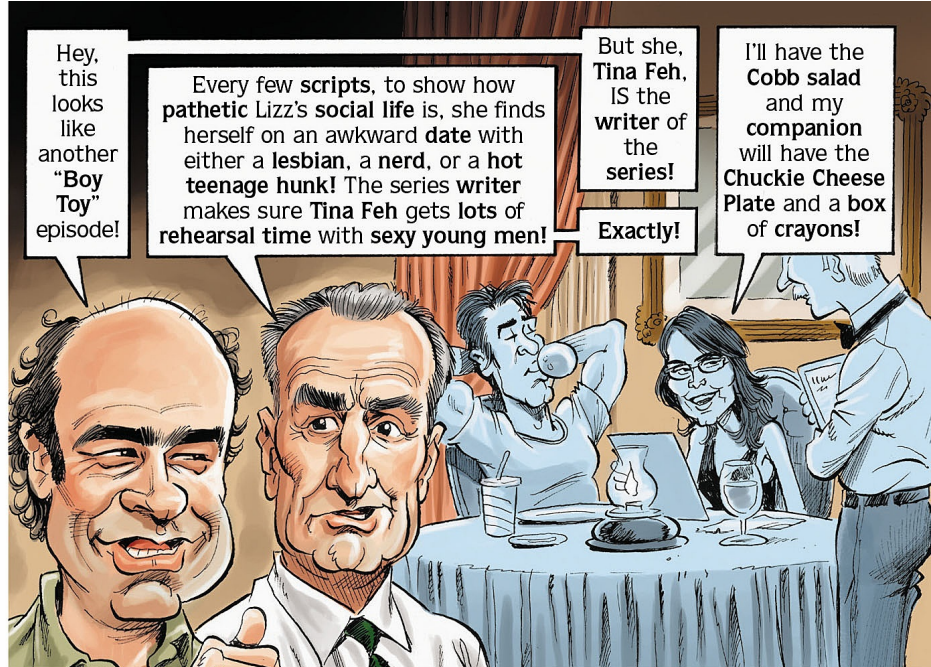
It's a shame she's hampered by a female performer who's not doing her lines justice!

You mean Jane Krackheadski?

I mean Tina Feh the writer is being dragged down by Tina Feh the actress!







WINE ABOUT IT

I have read **MAD** from your beginning, and almost since my beginning (I'm 73). To keep reading it, I need a renewal on my subscription. I remember many years ago, the one and only **MAD** subscriber in Puerto Rico wasn't renewing, and Mr. Gaines took the Usual Gang of Idiots to Puerto Rico to beg him to renew. That was amazing (and smart PR!). **So to honor my approximate 65 years of torment by your rag**, how about you come to my home and we renew my subscription in person? I will provide the celebratory California Zinfandel.

Dr. Jeff Idelson
Walnut Creek, CA



Genial Jeff,

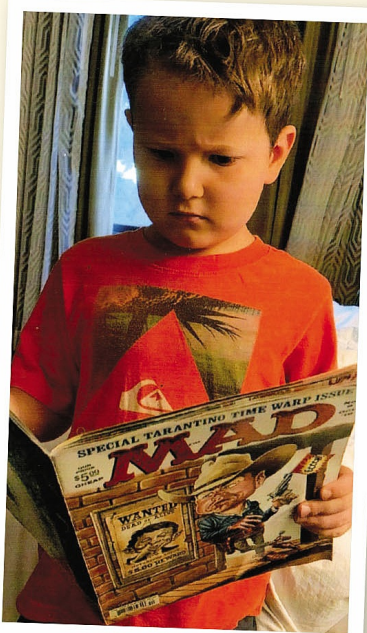
We're outside! Please let us in. The trip from Burbank was long and harrowing. There was no Zinfandel for miles (so much for California being wine country!). Maybe you took it all? Regardless, we need yours—and your subscription. See you inside! —The Editors



IN THE BANK

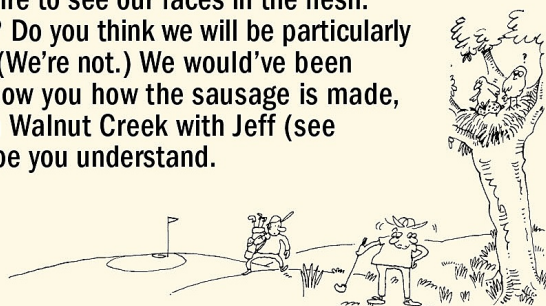
I have been reading your mag since I was six years old. My six-year-old son, **Spencer, is learning to read with MAD**. We live down the street from your Burbank headquarters. Could we come by for a tour? We would both cherish the opportunity.

Sincerely,
Jason Insalaco
Toluca Lake, CA



Adjacent Jason,

We had no idea our readers desire to see our faces in the flesh. Why is this? Do you think we will be particularly attractive? (We're not.) We would've been happy to show you how the sausage is made, but we're in Walnut Creek with Jeff (see above). Hope you understand.



MOTAUR MOUTH

Sirs, I'm writing to give you two ideas for covers. One would be a fool (Alfred) who vapes, even though it has been causing severe lung problems and death. The other would be of Alfred drawn as a **"Motaur," the half-man, half-motorcycle who is in many commercials**. In one ad, he's shown drinking gas. How can the man part tolerate drinking gas? **Does he excrete through the tailpipe?** If he falls over, how does he lift himself upright? Keep up the good work with your magazine.

Sincerely,
Tom Robbins
Spruce Pine, NC

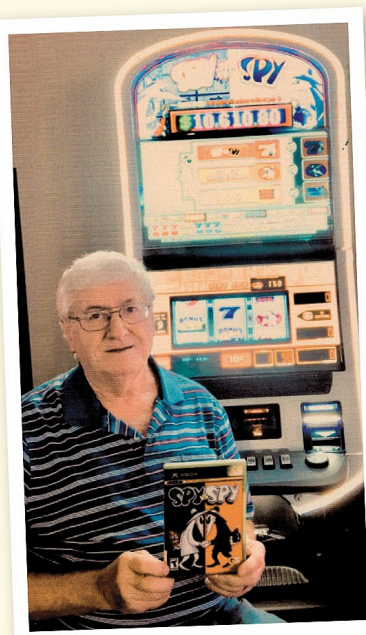


Intolerant Tom,

You lost us at "Sirs"! We're a team of women, plus one (read: SINGULAR) man named Bern. "Sirs" does not compute. Perhaps our last response misled you to think the **MAD** office is a sausage factory? And we couldn't follow any of that "Motaur" thing. Sorry.

HOT SLOT!

I have read **MAD** since the 1950s (when comics were ruining young minds). Now at my age, I sometimes need therapy (casino), but insurance won't pay for it. The Spy vs. Spy slots were at one time in a high-traffic area. In this photo, I'm holding my grandson's Spy vs. Spy Xbox toy, and my "toy" is behind me! I asked my wife, "What if someone recognizes my photo in the magazine?" and she replied, **"I doubt it."**



Thank you for years of **MAD**,
Lynn Boyd
Fort Worth, TX



Gamb-Lynn,

We go to therapy, too. A LOT of therapy. In fact, now that we're sufficiently smashed on Zinfandel, we figure it's a good time to get on our Motaur and head out for a session. That's when we have our *real* self-discoveries. C'mon, baby! Mama needs a new breakthrough!

KNOCK IT OFF

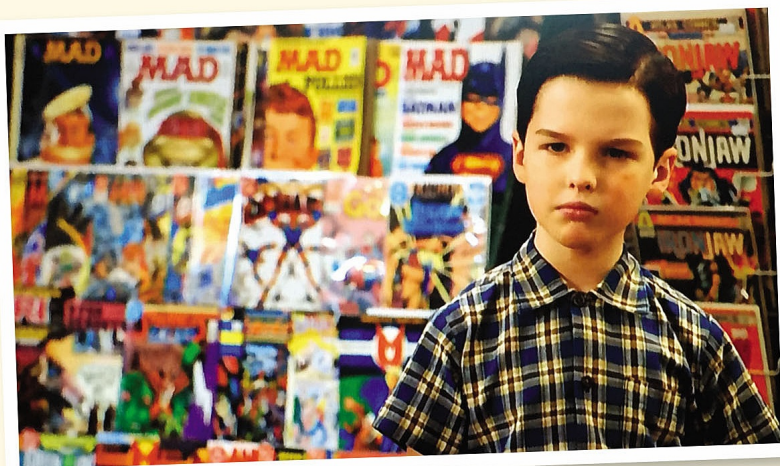
While binge-watching *Young Sheldon*, I spotted Sheldon in a comic book store with four issues of MAD behind him. He's supposed to be a young genius, **but that wouldn't last long if he read those MADs!** If Sheldon can make a fool of himself, then so can I, so I posed in a similar store with the same four issues to re-create the shame. The episode was set in 1989, and two of the MADs were indeed from 1989. The other two were from 1965 and 1972, which makes sense—nobody would buy such trash, so those issues sat there, unsold, for decades.

Neil Cuadra
Los Angeles, CA



Noxious Neil,

It doesn't take a genius to see you're trying to lure us to your home with a subscription form. You're using the classic abuse tactic of cutting us down to draw us in. Well, it won't work! We've just finished a therapy session and have a renewed sense of self-worth. What, me worthy—that's our new motto. As long as we can lay off the Zinfandel, we're confident we can fill our fanbase with folks who build us up instead of tear us down!



COME BACK, KID!

I just read MAD No. 9, October '19. My opinion: **HORRIBLE!** Wow, what has happened to the magazine? Not that you will miss just one purchaser, but that issue is my last. Sigh.

Lew Reed
Via email

Lew-d and Rude,

We're outside! Please let us in. We've come to persuade you to fill out a subscription form. We know you said you're over us, but we're drunk and had a good cry, so we're feeling inappropriately optimistic!



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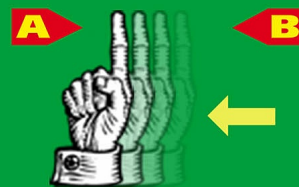
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**WHAT'S
THE MOST
SICKENING
THING
ON TV
TODAY?**

HERE WE GO WITH ANOTHER CLASSIC **MAD FOLD-IN**

Television today has something to offend everyone. But there's one particular thing on TV that is really disgusting. To find out what it is, fold in the page as shown.

SWIPE FROM B TO A TO FOLD



A▶

◀B



A◀

WRITER & ARTIST AL JAFFEE

◀B

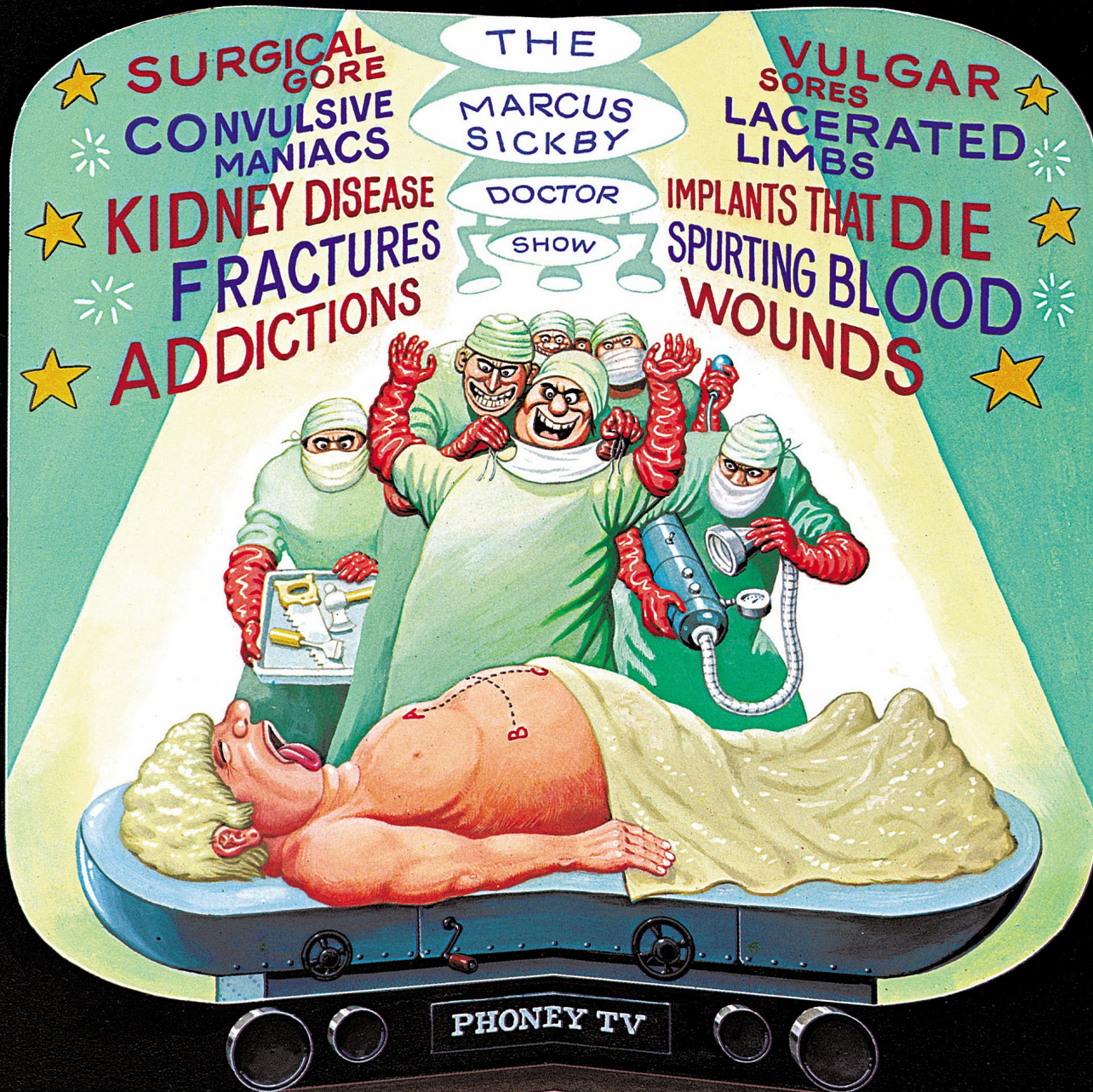
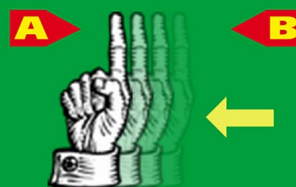
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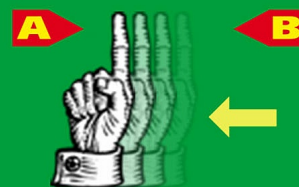
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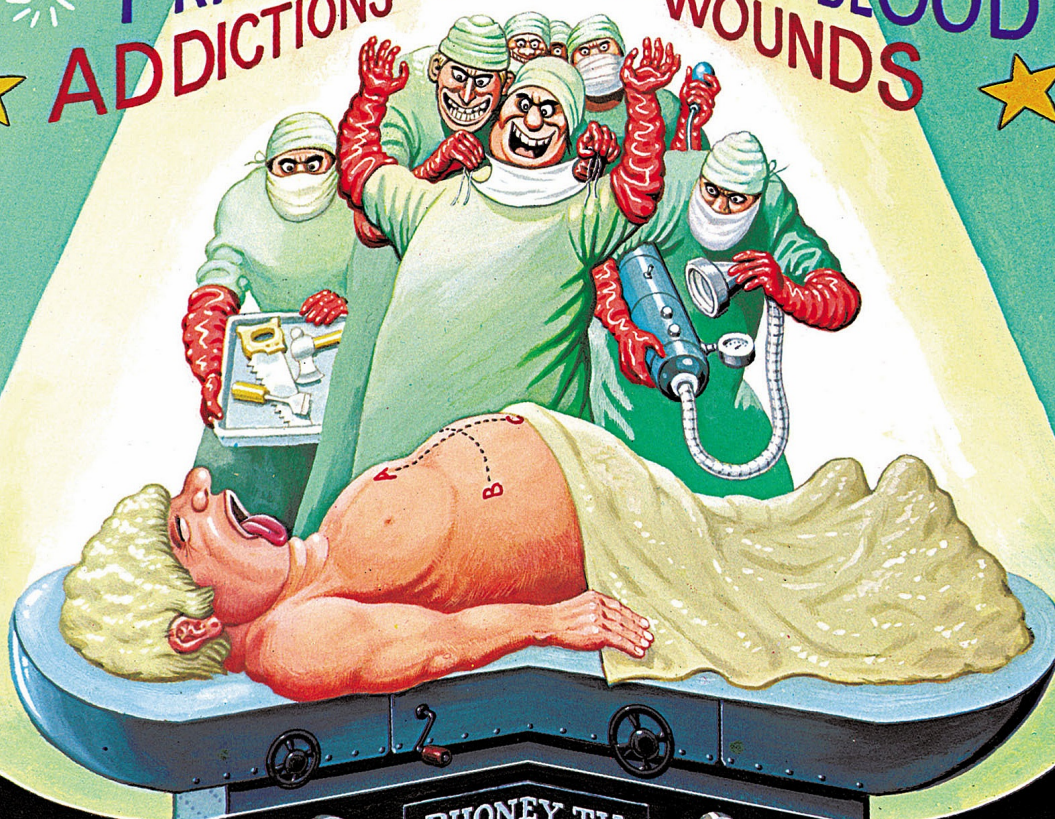
SWIPE FROM B TO A TO FOLD



SURGICAL GORE
CONVULSIVE MANIACS
KIDNEY DISEASE
FRACTURES
ADDICTIONS

THE
MARCUS
SICKBY
DOCTOR
SHOW

VULGAR SORES
LACERATED LIMBS
IMPLANTS THAT DIE
SPURTING BLOOD
WOUNDS



PHONEY TV

WRITER & ARTIST AL JAFFEE

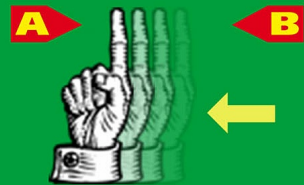
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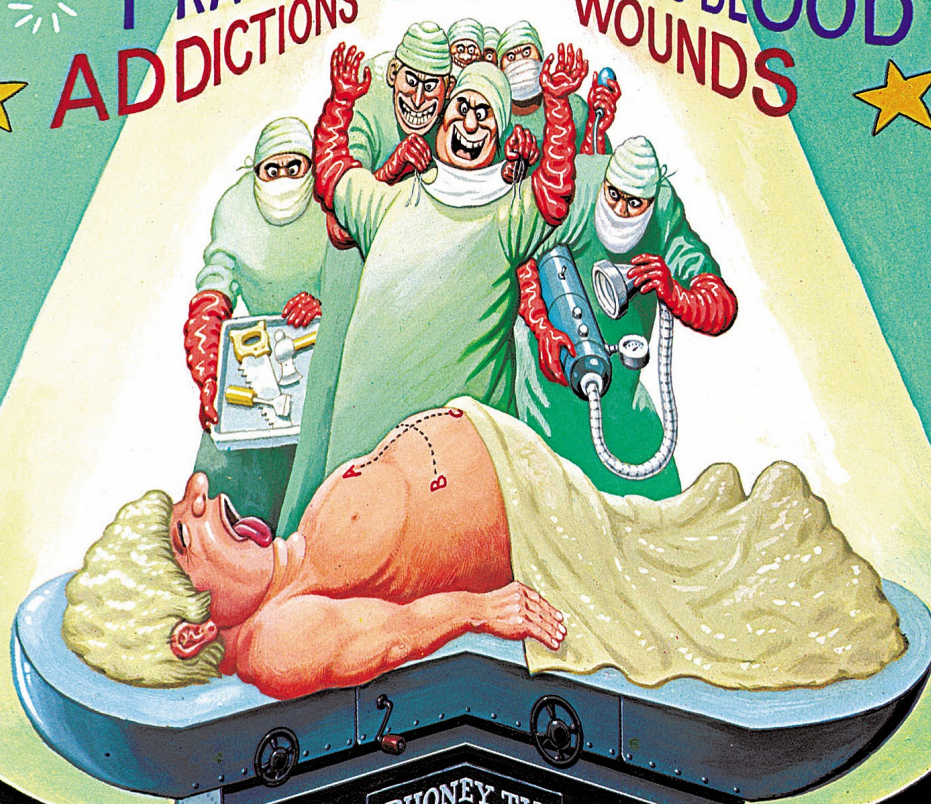
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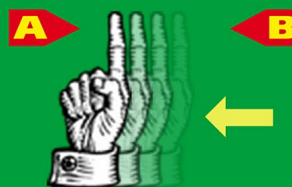
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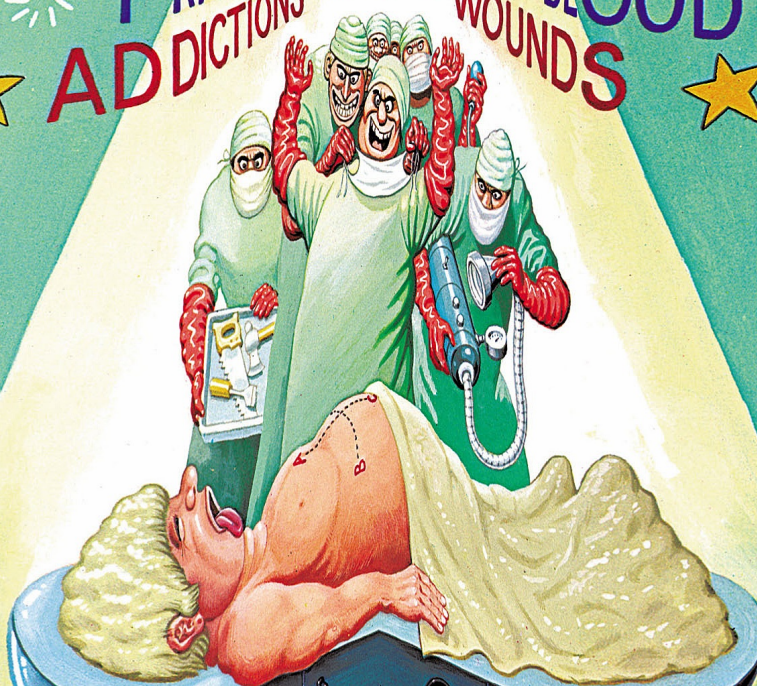
A▶

◀B

SURGICAL GORE
CONVULSIVE MANIACS
KIDNEY DISEASE
FRACTURES
ADDICTIONS

THE
MARCUS SICKBY
DOCTOR
SHOW

VULGAR SORES
LACERATED LIMBS
IMPLANTS THAT DIE
SPURTING BLOOD WOUNDS



PHONEY TV

WRITER & ARTIST AL JAFFEE

A◊

◊B

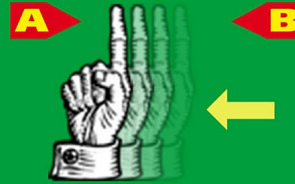
Jaffee

**WHAT'S
THE MOST
SICKENING
THING
ON TV
TODAY?**

HERE WE GO WITH ANOTHER CLASSIC
MAD FOLD-IN

Television today has something to offend everyone. But there's one particular thing on TV that is really disgusting. To find out what it is, fold in the page as shown.

SWIPE FROM B TO A TO FOLD



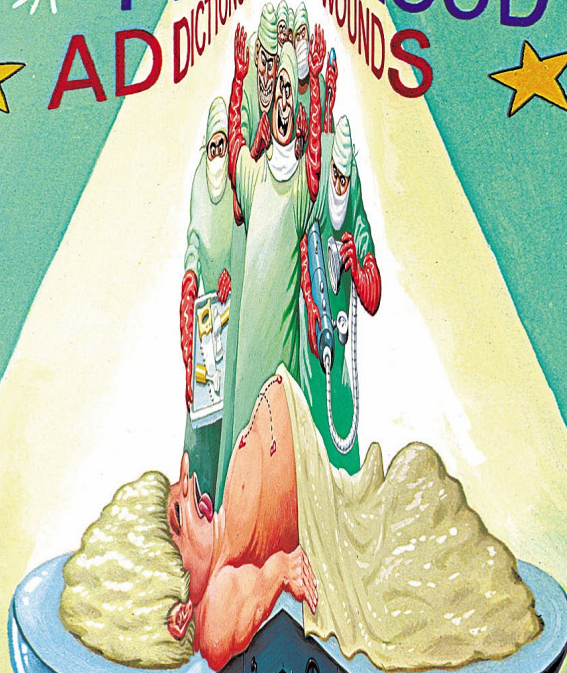
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PRUNY TV

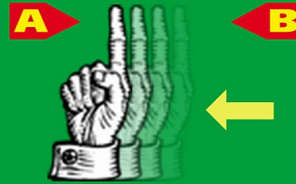
A

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Jaffee

**WHAT'S
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SWIPE FROM B TO A TO FOLD



A MB

★ SUGAR ★
✱ COATED ✱
★ KIDDIE ★
✱ FOOD ✱
★ ADS ★



A ◊ ◊ B

Jaffee



See the difference **Color** TV makes...

With RGA Victim Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er-uh-hmmm!*

Well, there are other programs which are much better examples of what we mean. Take a prize fight, for instance. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed eye — *er* — every stream of blood — *uh* — every ripped and torn — *ahem!*

How about an old movie? In Color, every scene is captured in the sharp contrast of

the original black-and-white film — *ulp!*

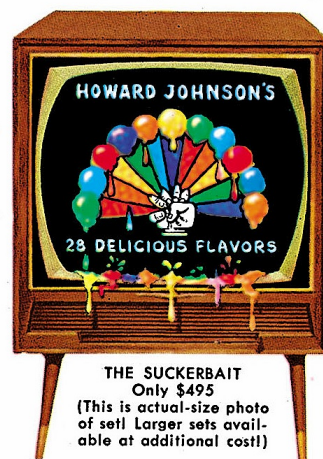
Well, the weather map comes up real clear in Color so you can almost understand it!

RGA Victim Factory Service Contract. Efficient service for inefficient sets. Only RGA Victim TV owners can buy an RGA Victim Factory Service Contract. We must limit it that way! We got enough troubles keeping our own sets working without taking on the responsibility of other manufacturers' lemons!

RGA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
(NOW THAT WE SPENT ALL THAT MONEY, WE GOTTA SELL IT!)

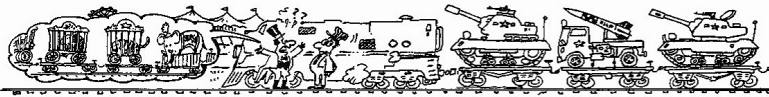
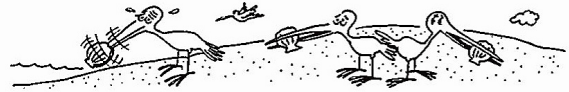
RGA VICTIM

THE PRIDE OF OWNERSHIP IS SECOND ONLY TO THE EXPENSE



DRAWN OUT DRAMAS

BY
SERGIO ARAGONES



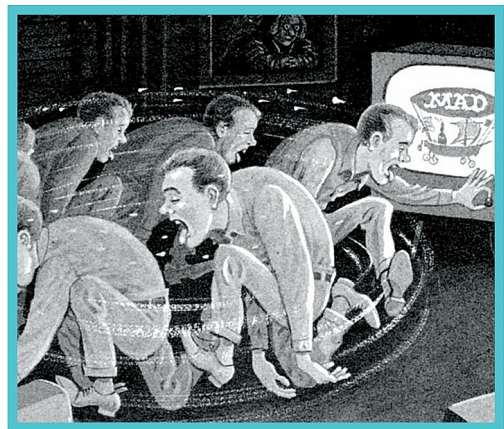
IT'S A BIRD! IT'S A PLANE! IT'S

MAD

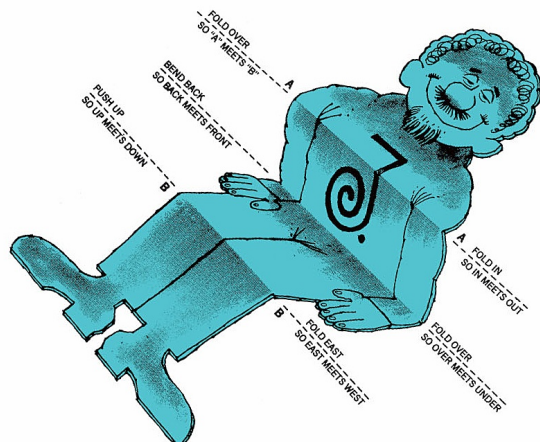
DIGITAL EDITION

BONUS MATERIAL!

Now that you've read Al Jaffee's original "MAD Plan for Beating TV Commercial Breaks," take your strategizing to the next level with his follow-up piece from 1965.



At least this bonus fold-in from 1965 has been recycled!





Some time back (MAD #81), we published "The MAD Plan For Beating TV Commercial Breaks" which offered suggestions and methods for effectively, productively and enjoyably filling the valuable time taken up by idiotic TV ads. Now, MAD offers the following article for those lazy slobes who just cannot bring themselves to leave their TV set for something constructive... who just sit there, enduring the pain of those ridiculous commercials. For you, MAD has created these

TV-COMMERCIAL AIDS

OR, HOW TO LIVE WITH TELEVISION COMMERCIALS— AND STILL NOT GO OUT OF YOUR EVER-LOVIN' MIND

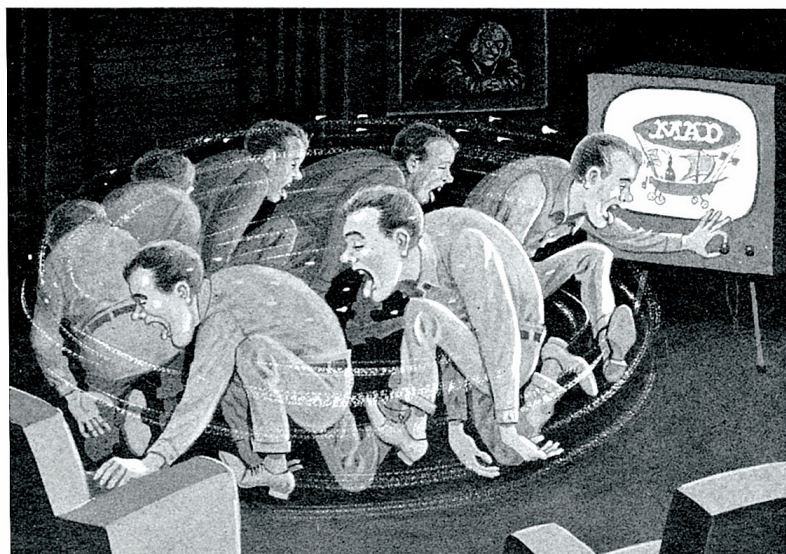
ARTIST & WRITER: AL JAFFEE



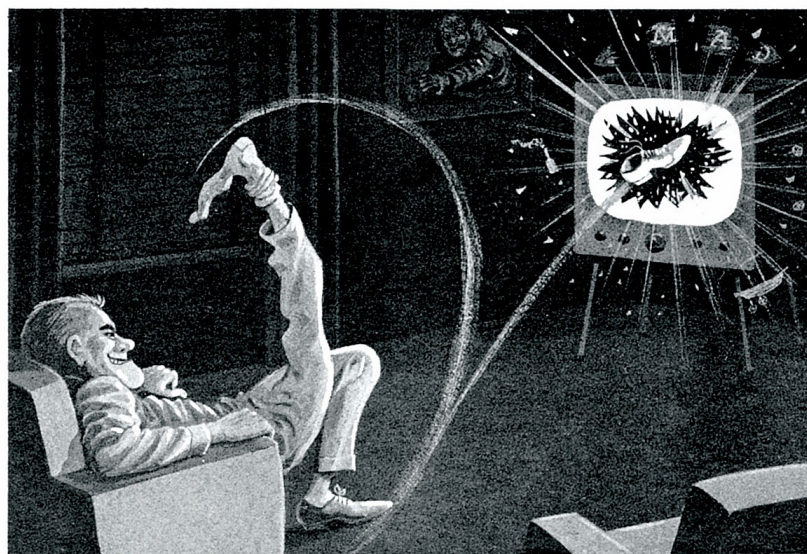
Aside from appealing to the moronic, the neurotic and the just-plain-sick, there's another irritating aspect to all TV commercials. This is especially apparent during late evening hours when the typical TV viewer is straining to catch the sound that has been purposely tuned very low so as not to disturb sleeping children or crabby neighbors.



Suddenly, the commercial comes on like a 21-gun salute—and the viewer must make a mad dash to the set in order to turn down the volume. Then he's got to stand there for three or four minutes while five or six commercials are run off and the program resumes. Only then can he dare to turn the volume up again and return wearily to his seat.

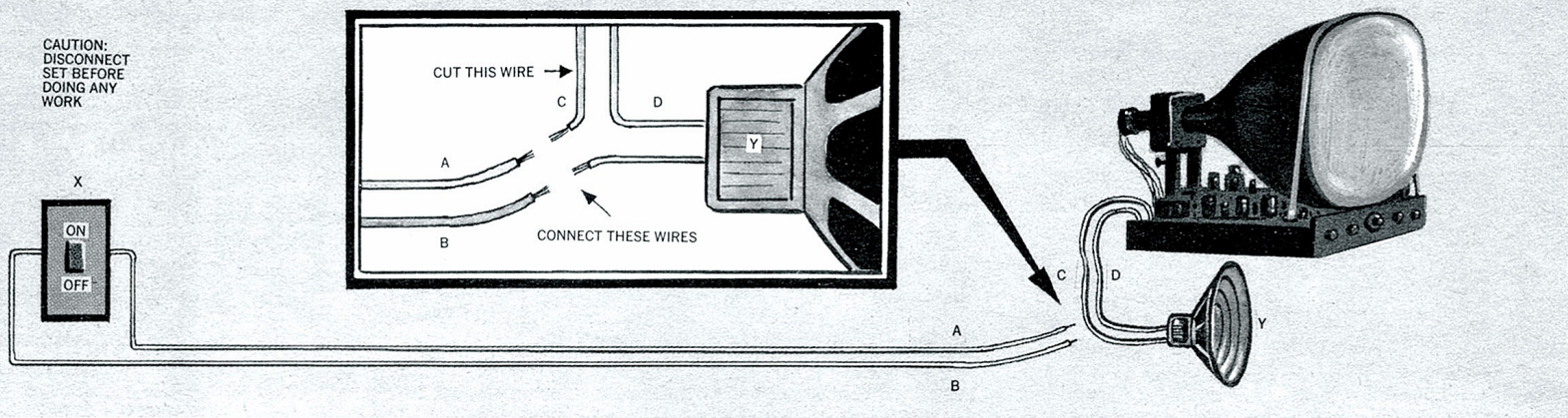


Some lucky set owners have remote control units that can turn sound down from across the room. But vast majority of viewers do not own them, and must run back and forth 20 or 30 times an hour to control commercial nuisance.



Many ingenious TV viewers, when they can no longer stand it, have spontaneously created a primitive form of remote control like the one shown above. Unfortunately, this has its limitations since it can only be used once an evening.

A SIMPLE REMOTE SOUND-CONTROL DEVICE THAT ANYONE CAN MAKE



This is a simple Remote Control unit which any idiot can assemble and install, so ask an idiot to help you. Wires **A** and **B** lead from ordinary "On-Off" switch **X** (purchased at any hardware store) to TV set speaker **Y**. Note that TV

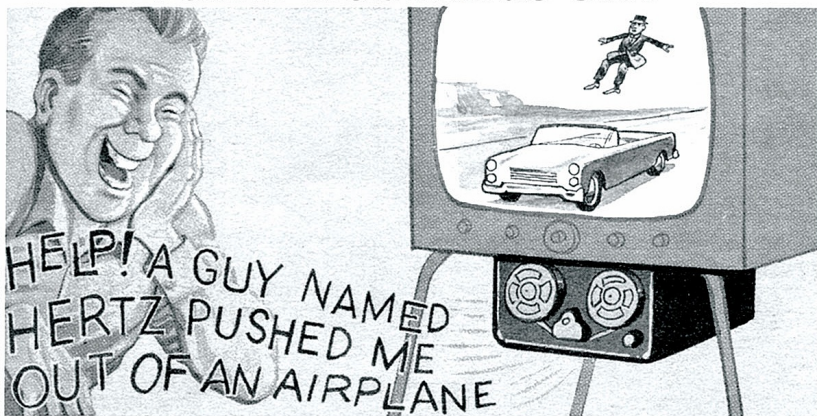
speaker has two wires **C** and **D** which come from TV chassis. Cut one of these and connect ends of **A** and **B** to cut ends of speaker wire as shown in close-up drawing. Tape bare splices, and your Remote Control is ready for operation.

ADDITIONAL COMPONENTS THAT COULD MAKE

For the really dedicated TV-Commercial hater, the simple Remote Control "Sound-Off" Unit may not be

enough. So here are more sophisticated approaches to the problem. These can be assembled and instal-

FUNNY MOUTHINGS UNIT



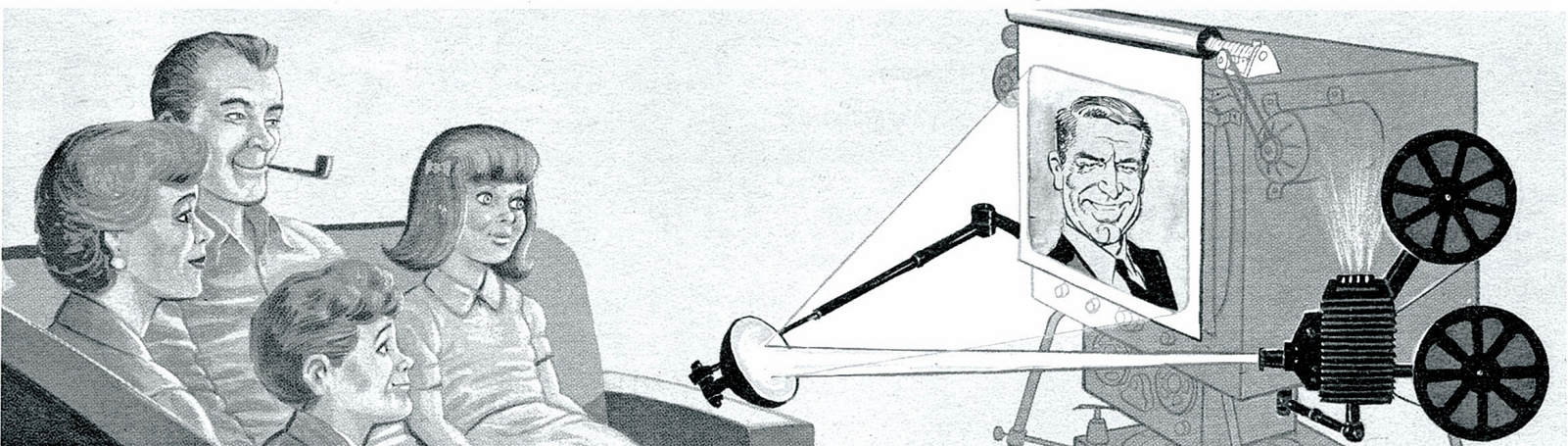
For many, a silent picture on TV may seem out of place, so this light-hearted device can be fun. It consists of pre-taped hilarious dialogue which replaces the words of the commercial announcer when his sound is knocked off, and makes his pitch even more idiotic than it actually is.

MUSICAL INTERLUDE UNIT



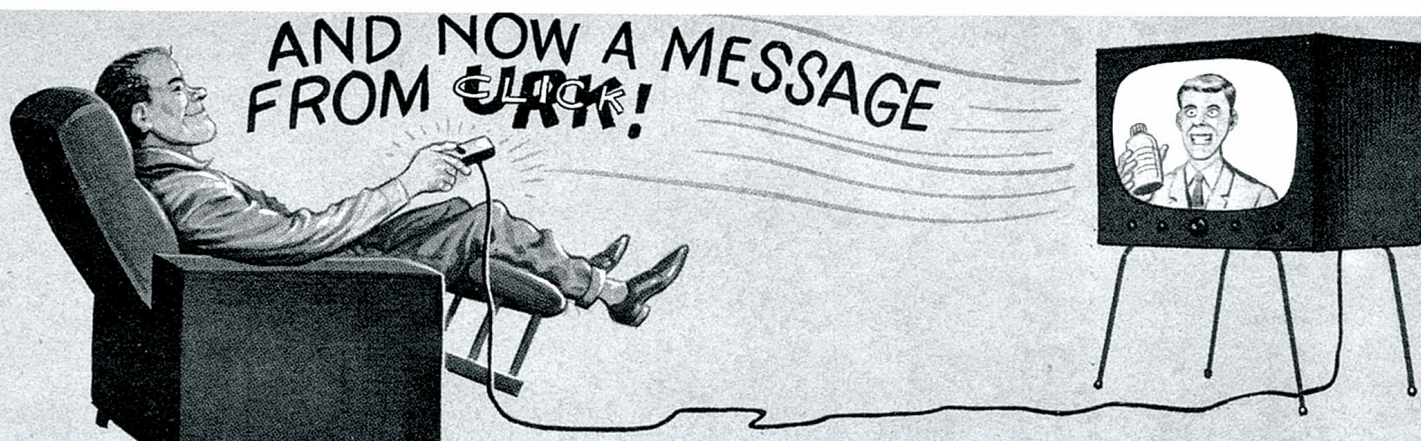
For those who may find ridiculous dialogue synchronized with a TV-commercial equally boring, this simple unit can be employed. It consists of recorded musical selections which start playing automatically when sound is knocked off. You listen to soothing melody while announcer mimes.

MOST COMPLETE REMOTE CONTROL UNIT POSSIBLE



Since a still picture is a poor substitute for live TV, this all-in-one unit will solve every problem. A motion picture projector unit is coupled with all the others to go on when sound is knocked off. Along with pre-selected

travel pictures or action shots, the viewer can employ funny mouthings, or musical accompaniment or combination of both. In fact, when TV programs themselves are bad, it provides good uninterrupted feature-length entertainment.



Imagine! Now—with this simple Remote Control Unit—just a flick of your finger and you've knocked off the sound and rendered ineffective an offensive TV commercial! And

what fun it is, when you realize that you're destroying a commercial that cost a sponsor maybe \$50,000 or more to produce with a switch that cost you maybe 50¢ to produce!

TELEVISION VIEWING ALMOST WORTHWHILE

led in one or more units, depending upon how much time and money one wants to waste on this silly

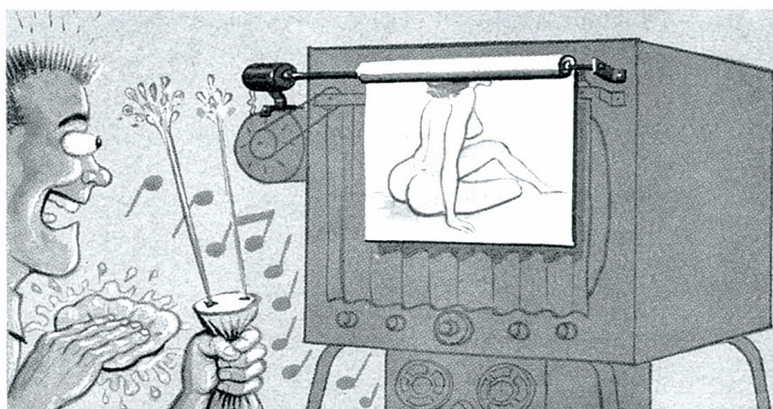
business. Just look how much of it has been spent already just to bring you this ridiculous article.

DRAW CURTAIN UNIT



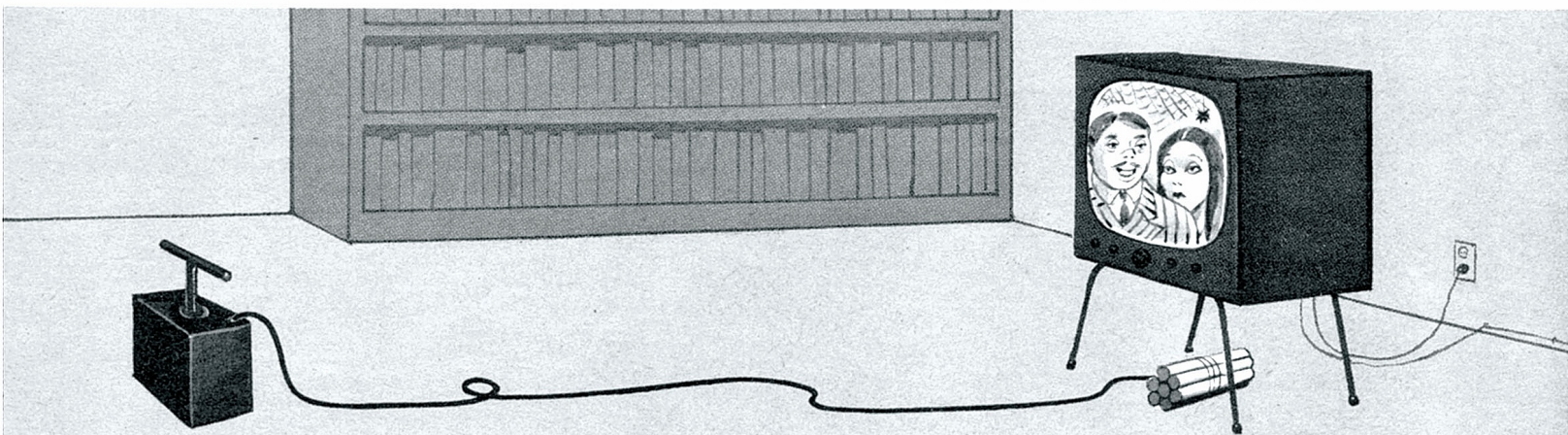
This component is designed for those viewers who prefer not to have their musical interludes marred by repugnant pictures. It automatically closes curtain over TV screen when music comes on, eliminating disgusting views of bad breath, gassy stomachs, etc., so viewer can eat a snack.

STILL PICTURE UNIT



For those viewers who would not be satisfied to stare at a blank curtain while listening to a musical interlude, this component can be added. It automatically unrolls a full-color photo that is both pleasant and inspirational to look at while listening to music and eating a snack.

MOST EFFECTIVE REMOTE CONTROL UNIT POSSIBLE



However, after carefully checking out this season's TV offerings, we've come to the conclusion that the programs are just as irritating as the commercials, and that this is the best remote control unit you can use. Now, instead

of exposing yourself to television brain-rot, your mind can be elevated and nurtured by more worthwhile pursuits. Like reading, frinstance. And we're not talking about reading this rag, you clod! Try something constructive!

THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

MAD FOLD-IN

Now that the 1964-65 TV season is in full swing, and we've seen all of the latest shows, it's time to pause and evaluate the new and exciting things this marvelous medium is bringing us. So fold the page as shown, and discover the answer to the question . . .



FOLD IN PAGE LIKE THIS

WHAT BRILLIANT NEW IDEAS HAS THE CURRENT TV SEASON PRODUCED?

A ▶

FOLD THIS SECTION OVER LEFT

◀ B

FOLD BACK SO "A" MEETS "B"



THE SAGES OF NETWORK TELEVISION PROGRAMMING HAVE COME UP WITH SOME GREAT SHOWS THIS SEASON. THEIR BOLD TRIUMPHS OF PAST YEARS ARE FAR OUTDONE BY THIS RASH OF BRILLIANT NEW TV IDEAS AND FORMATS.

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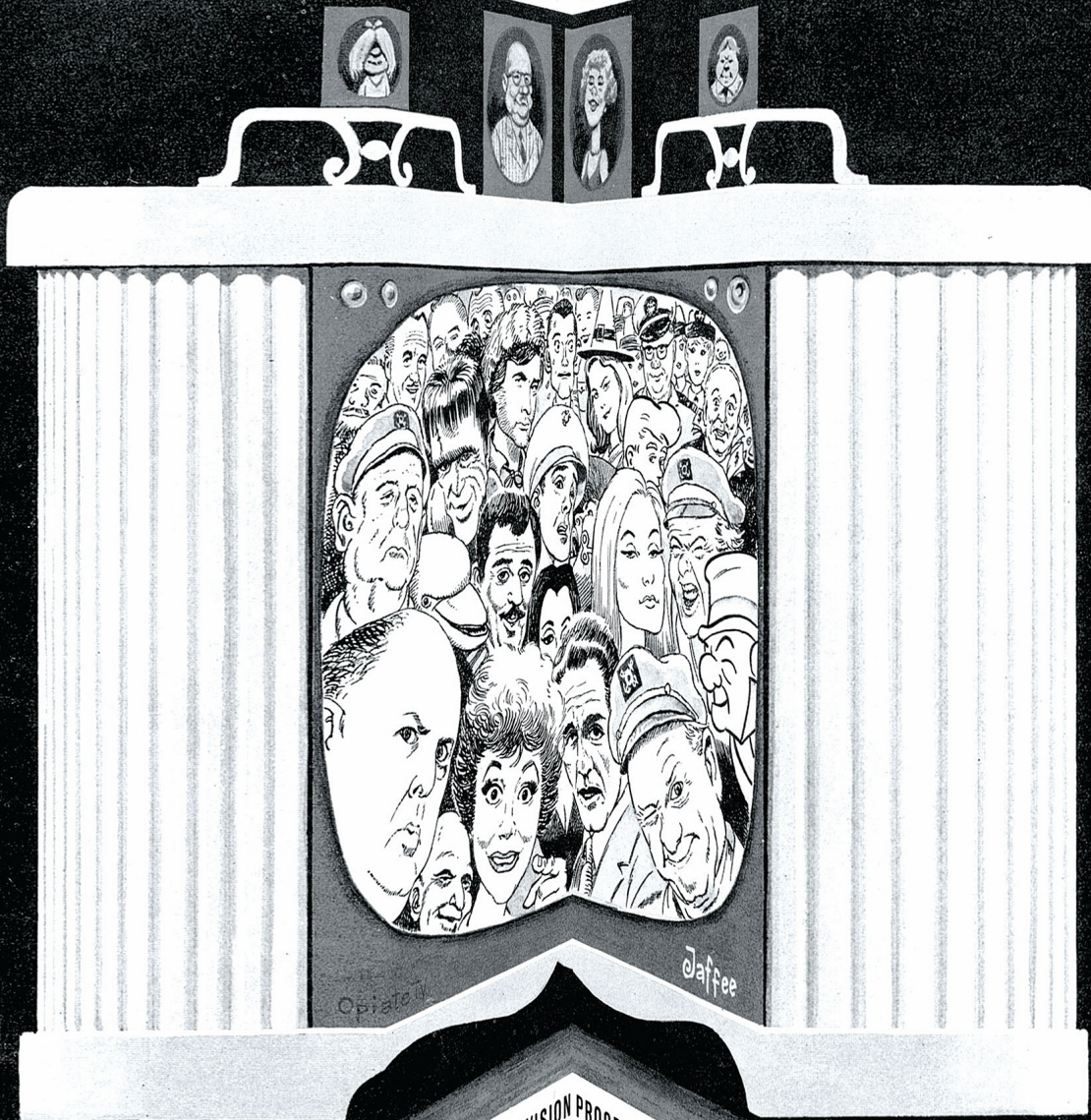
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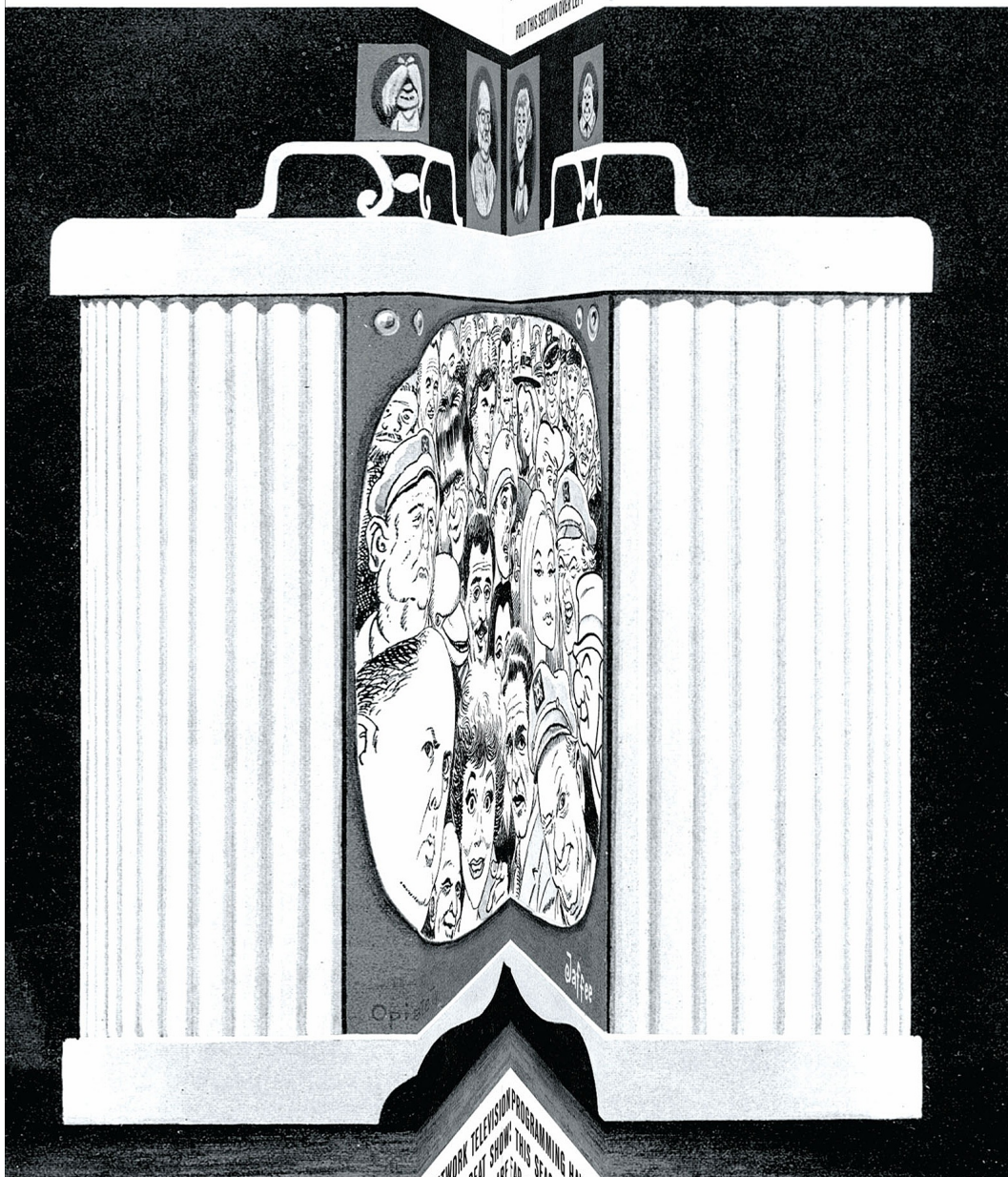


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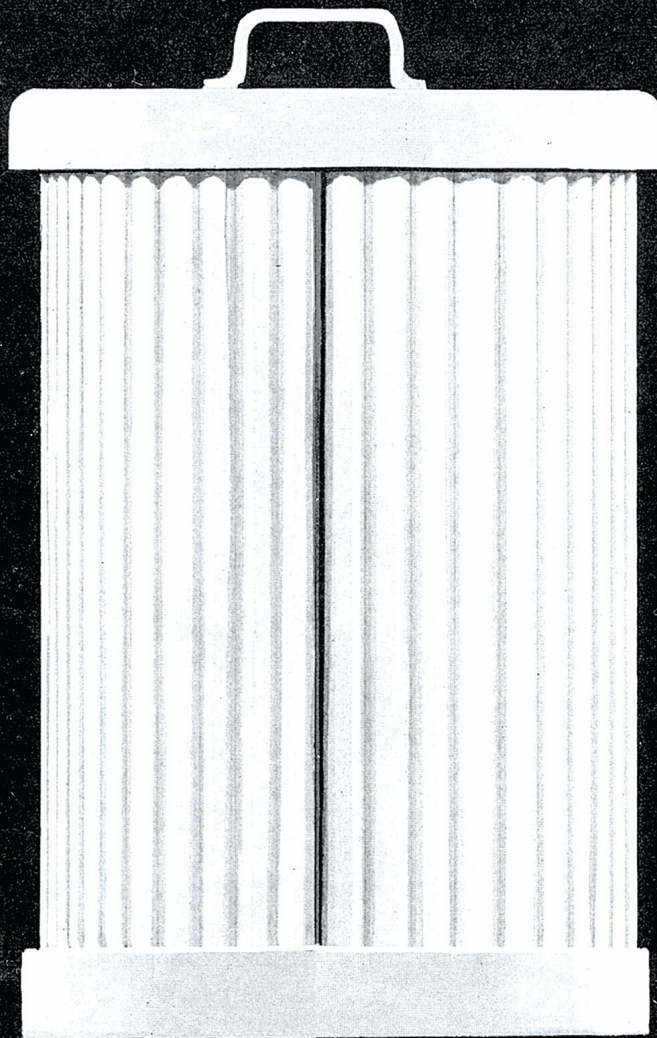
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and exciting thing
the page as show



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THE SAME
OLD
TRASH

MAD

SON OF ULTRON

"THIS FAN...
THIS MONSTER!"

